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ABSTRACT

The trends in leisure behavior of persons who live in Ontario (Canada) are identified in this report that provides a basis for planning and development of relevant programming to meet the leisure interests and needs of Ontarians. The report is organized into four chapters. The first chapter provides a general introduction to the concept of leisure, and to the research methodology employed by the various studies forming the basis of the present report. It also summarizes the major findings regarding leisure behavior of Ontarians. The second chapter highlights various leisure activities that are popular among Ontarians, organized under four major categories: inter- and intrapersonal activities; sports, fitness, recreational, and outdoor activities; arts and cultural activities; and media-related activities. The third chapter describes the leisure pursuits of Ontarians by ethnocultural background. The fourth chapter describes leisure behavior patterns of young Ontarians. A 26-item list of references is included. (DB)

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LEISURE TRENDS IN ONTARIO

Title

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Author

August 1990
Date

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Planning and Development Research
Planification et recherche en développement

Working Paper 90-5

LEISURE TRENDS IN ONTARIO

by

Alessandra M. Capodilupo

August 1990

Director, Planning and Development Research : Judith Tobin
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SUMMARY

This report identifies the trends in leisure behavior of Ontarians, and has been prepared at the request of the Creative Head, Home Studies, English Programming Service, to provide a basis for the planning and development of relevant programming which meets the leisure interests and needs of Ontarians. The information was extracted, predominantly, through investigation of secondary literature from government sources. This report is intended as a reference source, and is best used as such. It provides data on involvement in various activities by individuals in Ontario, and describes the individuals most likely to be involved.

This report is organized into four chapters. The first chapter provides a general introduction to the concept of leisure, and to the research methodology employed by the various studies which form the basis of the present report. It also summarizes the major findings regarding **leisure behavior of Ontarians**. The second chapter highlights the various leisure activities which are popular among Ontarians, organized under four major categories: **inter- and intrapersonal activities; sports, fitness, recreational, and outdoor activities; arts and cultural activities**; and **media-related activities**. The third chapter describes the **leisure pursuits of Ontarians by ethnocultural background**. The fourth chapter describes **leisure behavior patterns of young Ontarians**.

Within this summary, the findings are presented at the most general level. For each activity, the complete report provides specific data on the proportion of Ontarians who participate, and characteristics of the individuals who are most likely to participate. The reader is directed to the end of each chapter for a summary of the **major demographic findings, implications of the data**, and **programming ideas**.

Motivational Factors

The predominant reasons offered for involvement in leisure activities were the following:

- Spend time with family
- Companionship
- Relaxation
- Learn new things
- Think and reflect
- Keep informed about local, national, or world events

Barriers to Participation

The overwhelming majority of Ontarians indicated that they were not able to attain their desired levels of participation in leisure activities. The following obstacles were offered as inhibitors of leisure participation:

- Lack of time or energy
- Cost
- Lack of companionship
- Facilities (crowded or unavailable)
- Accessibility (transportation)
- Lack of availability of programs of interest
- Lack of availability of age-appropriate programs
- Health
- Language
- Lack of availability of information

Inter- and Intrapersonal Activities

The following were found to be the most common leisure pursuits of an inter- or intrapersonal nature, in order of most to least popular:

- Social activities or events
- Leisure time with children
- Resting/relaxing
- Shopping
- Spiritual/religious
- Volunteer activities
- Adult/continuing education

Sports, Fitness, Recreational, and Outdoor Activities

The following were the most common sports, fitness, recreational, and outdoor leisure pursuits, in order of most to least popular:

- Walking
- Spectator sports
- Skiing
- Swimming
- Bicycling
- Aerobics, yoga, etc.
- Baseball, cricket, team sports
- Fishing
- Hockey
- Sailing, boating, canoeing, camping
- Hiking
- Snowmobiling
- Skating (ice and roller)
- Jogging
- Tennis, badminton, table tennis, racquet sports
- Golf
- Weight training
- Picnics

Arts and Cultural Activities

The following were found to be the most common arts and cultural leisure pursuits of a more **passive** nature, in order of most to least popular:

- Entertainment events
- Art galleries
- Performing arts
- Museums
- Historic sites
- Classics (symphony, opera, ballet, etc.)

The following were found to be the most common arts and cultural leisure pursuits of a more **active** nature, in order of most to least popular:

- Sewing
- Gardening
- Visual arts (incl. drawing, painting, sculpting, etc.)
- Musical instrument, singing
- Crafts
- Photography
- Home improvement
- Woodworking
- Knitting
- Collecting
- Reading
- Needlework
- Writing

Media-Related Activities

The following media-related activities were determined to be common leisure pursuits, in order of most to least popular:

- Reading
- Listening to radio/sound recording
- Television viewing

Leisure Pursuits of Ethnocultural Ontarians

Ethnocultural Ontarians were found to differ minimally from other Ontarians in their common leisure pursuits, listed below from most to least popular. The information in this section is best used as an indication of the scope of the potential audience for programming in the various leisure areas.

- Television viewing
- Visiting friends
- Listening to the radio
- Eating out
- Visiting family, entertaining at home
- Listening to audio recordings
- Relaxing outdoors
- Spending time with children
- Reading
- Walking
- Travelling
- Driving for pleasure
- Watching rented videos
- Pleasurable home improvement projects
- Outdoor fitness activities
- Hobbies
- Indoor fitness activities
- Gardening
- Ethnic festivals or celebrations
- Volunteer work
- Educational pursuits

Leisure Pursuits of Young Ontarians

The primary leisure interests and pursuits of young Ontarians were also found to be quite similar to those of adult Ontarians. Thus, programming for young and adult Ontarians may be in the same leisure areas (for example, swimming or playing a musical instrument) but would take a different form and approach appropriate to each of the two groups. The common leisure pursuits of young Ontarians are listed below in order of most to least popular.

- Entertainment events
- Physical fitness
- Hobbies (incl. collecting, musical instrument, crafts)
- Team or individual sports
- Arts performances
- Clubs/organizations

RÉSUMÉ

Ce rapport cerne les tendances dans le choix des loisirs des Ontariens, et a été préparé à la demande du directeur de création, Études à domicile, Service de la programmation anglaise. Il servira à la planification et au développement d'une programmation pertinente compte tenu des intérêts et des besoins en matière de loisirs des Ontariens. Les renseignements ont été tirés principalement de documents secondaires provenant de sources gouvernementales. Ce rapport a été conçu pour être un document de référence et devrait être utilisé comme tel. Il fournit des données sur le taux de participation des Ontariens aux diverses activités et décrit les individus qui sont les plus susceptibles de s'adonner à de telles activités.

Ce rapport est divisé en quatre grandes parties. Le premier chapitre comprend une introduction générale au concept de loisir, et à la méthodologie de recherche employée dans les diverses études qui sont la base de ce rapport. Il résume également les **préférences des Ontariens en matière de loisirs.** Le second chapitre souligne les faits saillants des loisirs les plus populaires auprès des Ontariens. Les loisirs sont divisés en quatre catégories principales : **activités inter et intra personnelles; sports, conditionnement physique, détente et activités de plein air; activités artistiques et culturelles; et activités reliées aux médias.** Le troisième chapitre décrit **le choix d'activités des Ontariens en fonction de leur origine ethnoculturelle.** Le quatrième chapitre décrit **les tendances des jeunes Ontariens dans leurs choix de loisirs.**

Dans ce résumé, les résultats sont présentés de façon très générale. Le rapport complet fournit des données précises sur la proportion d'Ontariens qui participent aux loisirs de chaque catégorie et les caractéristiques des individus les plus susceptibles de participer aux loisirs dans chacune de ces catégories. On demande au lecteur de se référer à la fin de chaque chapitre, car il y trouvera les **principales données démographiques** et **la portée de ces données ainsi que des idées de programmation.**

Facteurs de motivation

Les principales raisons offertes pour la participation aux loisirs sont les suivantes :

- Temps passé avec sa famille
- Camaraderie
- Détente
- Apprentissage de nouvelles activités
- Pensée et réflexion
- Renseignements sur les événements locaux, nationaux et mondiaux

Obstacles à la participation

La grande majorité des Ontariens ont avoué n'avoir pu participer à leurs loisirs autant qu'ils l'auraient voulu. Les obstacles suivants ont été soulevés :

- Manque de temps ou d'énergie
- Coût
- Manque de camaraderie
- Manque de locaux
- Accès difficile (transport)
- Manque de programmes intéressants
- Manque de programmes adaptés aux divers groupes d'âge
- Santé
- Langue
- Manque d'information

Activités inter et intrapersonnelles

Les activités de genre inter ou intrapersonnelles suivantes jouissent d'une plus grande participation. Elles sont classées par ordre de préférence :

- Activités sociales
- Temps libre passé avec les enfants
- Repos/détente
- Magasinage
- Activités spirituelles/religieuses
- Bénévolat
- Éducation permanente/éducation pour adultes

Sports, conditionnement physique et activités de plein air

Cette liste comprend les activités sportives, de conditionnement physique, récréatives et de plein air qui sont les plus pratiquées, classées en ordre de préférence :

- Marche
- Sports auxquels on assiste sans participer
- Ski
- Natation
- Cyclisme
- Danse aérobique, yoga, etc.
- Base-ball, criquet, sports d'équipe
- Pêche
- Hockey
- Voile, excursions en bateau, canotage, camping
- Excursions à pied
- Randonnées en motoneige
- Patinage (sur glace ou sur roulettes)
- Jogging
- Tennis, badminton, tennis de table, sports de raquette
- Golf
- Haltérophilie
- Pique-niques

Activités artistiques et culturelles

Les activités artistiques et culturelles (du genre **passif**) qui jouissent d'une grande popularité sont classées par ordre de préférence :

- Spectacles
- Galeries d'art
- Arts d'interprétation
- Musées
- Sites historiques
- Classiques (concerts symphoniques, opéra, ballet)

Les activités artistiques et culturelles suivantes (du genre **actif**) sont les plus populaires. Elles sont classées par ordre de préférence :

- Couture
- Jardinage
- Arts visuels (dessin, peinture, sculpture, etc.)
- Musique et chant
- Artisanat
- Photographie
- Travaux de rénovation
- Menuiserie
- Tricot
- Collections
- Lecture
- Travaux d'aiguille
- Écriture

Activités relatives aux médias

Les activités reliées aux médias qui ont été choisies le plus fréquemment sont classées ci-dessous par ordre de préférence :

- Lecture
- Radio/enregistrements sonores
- Télévision

Activités auxquelles participent les Ontariens d'origine ethnoculturelle différente

Les Ontariens d'origine ethnoculturelle différente ont des loisirs semblables à ceux des autres Ontariens. Les loisirs sont classés par ordre de préférence. Les renseignements de cette catégorie indiquent la portée de l'auditoire pour la programmation dans les diverses catégories d'activités.

- Télévision
- Visite chez des amis
- Radio
- Restaurant
- Visite chez des parents, réception chez soi
- Enregistrements sonores
- Détente en plein air
- Temps passé avec les enfants
- Lecture
- Marche
- Voyages
- Randonnées en automobile
- Location de vidéos
- Rénovation de la maison pour le plaisir
- Activités physiques en plein air
- Hobbies
- Activités physiques à l'intérieur
- Jardinage
- Festivals ou fêtes ethniques
- Bénévolat
- Éducation

Activités de loisir des jeunes Ontariens

Les activités de choix des jeunes Ontariens sont également semblables à ceux des Ontariens adultes. Ainsi, les programmations pour jeunes et adultes et celles pour les Ontariens d'origine ethnoculturelle différente tombent parfois dans les mêmes catégories (par ex. la natation, ou jouer un instrument de musique) mais peuvent avoir une autre forme et exiger une approche différente pour chaque groupe. Les loisirs les plus populaires auprès des jeunes Ontariens sont les suivants (par ordre de préférence) :

- Spectacles
- Conditionnement physique
- Hobbies (collections, musique, artisanat, etc.)
- Sports d'équipe ou individuels
- Représentations artistiques
- Clubs/organisations

I. LEISURE PURSUITS OF ONTARIANS

INTRODUCTION

This report identifies the trends in leisure behavior of Ontarians. It has been prepared at the request of the Creative Head, Home Studies, English Programming Service, to provide a basis for the planning and development of relevant programming which meets the leisure interests and needs of Ontarians.

The information was extracted, predominantly, through investigation of secondary literature from government sources. The most current and comprehensive examination of leisure trends was commissioned by the Ministry of Tourism and Recreation of Ontario and is documented in a report entitled *Ontario Leisure Activity Participation Study* (released 1990, conducted in 1989). Also pivotal is a recent report entitled *Leisure Behavior and Recreation Needs of Ontario's Ethnocultural Populations* (released 1989), commissioned by the Sports and Fitness Branch of the Ministry of Tourism and Recreation. For the most part, the studies cited reported data as relative proportions, and absolute numbers were generally not provided. All original reports are available for consultation.

This report is intended as a reference source, and is best used as such. It provides data on involvement in various activities by individuals in Ontario, and describes the individuals most likely to be involved. Owing to the statistically detailed nature of the original data, derived from varied sources, this report does not lend itself to a straight-through reading. Instead, it is suggested that the information regarding each specific activity be considered separately and in relation to other popular activities.

This report is organized into four chapters. The first chapter provides a general introduction to the concept of leisure, and to the research methodology employed by the various studies which form the basis of the present report. It also summarizes the major findings regarding leisure behavior of Ontarians. The second chapter highlights the various leisure activities which are popular among Ontarians, organized under four major categories: inter- and intrapersonal activities; sports, fitness, recreational, and outdoor activities; arts and cultural activities; and media-related activities. The third chapter describes the leisure pursuits of Ontarians by ethnocultural background. The fourth chapter describes leisure behavior patterns of young Ontarians. In each chapter, implications of the data will be evaluated and programming ideas presented.

DEFINITION AND MEASUREMENT OF LEISURE

Leisure is *defined* in many ways: as a **period of free time**; as a free time, non-work, **non-essential activity**; or as a **subjective state of mind** wherein one person's work may be another person's leisure. The latter two definitions are predominant in the many research studies reviewed in this report.

Leisure behavior has also been *measured* in a number of ways in the various reports referred to within this paper; for example, one study asked whether the individual has engaged in a particular leisure activity at least once in the past six months, whereas another study asked whether the individual engages in a particular leisure activity on an average day (or week), while yet another study asked whether the individual engaged in a particular activity on a specific day in the recent past.

Furthermore, once the information is collected, the various leisure activities are grouped in different ways; for example, hobbies are grouped with sports for the purposes of one study, but are grouped with arts and cultural activities for the purposes of another study.

Thus, a note of caution is required in the reading of this paper. Differences in definitions and in the criteria for measurement or categorization of leisure behavior often lead to very different conclusions. These variations have been noted in the present report and have been considered in formulating interpretations or conclusions. Keep in mind that results are presented, for the most part, as percentages.

COMMON ACTIVITIES

A 1990 Ministry of Tourism study (1989 data) sought to examine the leisure time activities of Ontarians [1]. Leisure was defined, for the purposes of this study, as all the things that individuals do when they are not working, going to school, or undertaking essential life activities (sleeping, cleaning, eating, etc.). It describes individuals' **choice of activities** in their efforts to make life **interesting, enjoyable**, and **satisfying**. The interviewee sample comprised 2,024 randomly selected individuals, 15 years of age and older.

Activities fell into four general categories, as follows: inter- and intrapersonal activities of a varied nature (unmarked) including volunteering, shopping, etc.; sports, fitness, recreational, and outdoor activities (indicated by *); arts and cultural activities (indicated by ~); and media-oriented activities (indicated by +). These categories are recurrent throughout the report. Favorite activities of the Ontario population are listed below, with corresponding percentages of individuals indicating

frequent or occasional involvement in the activity. Reading was determined to be the most common activity, with 91 percent of the Ontario population participating. Social activities, listening to radio or sound recordings, and watching television followed closely behind as common activities. In fact, there was a mere six percent spread in participation levels among the top four activities.

Reading	91%	+
Social activities (incl. dining-out, visiting)	90%	
Listening to radio/recording	89%	+
Watching television	86%	+
Spending time outdoors (incl. walks, picnics)	76%	*
Hobbies	64%	~
Sports/recreation/fitness (incl. team sports, bicycling, etc.)	60%	*
Resting (excl. regular sleep)	56%	
Shopping (excl. grocery)	50%	
Outdoor activities (incl. fishing, hunting, camping)	48%	*
Entertainment events (incl. popular music, movies)	45%	~
Spiritual/religious activities	39%	
Volunteer activities	34%	
Adult/continuing education	33%	
Sports events (spectator)	33%	*
Live theatre	30%	~
Classics (symphony, opera, ballet, etc.)	15%	~

MOTIVATIONAL FACTORS

In a 1988 U.S. study [2], the reason most consistently given for engaging in leisure time activity was in order to spend time with family. The other predominant reasons are indicated below, along with the proportion of respondents offering each (sample, 979).

Spend time with family	79%
Companionship	68%
Relaxation	67%
Learn new things	60%
Think and reflect	57%
Keep informed about local, national, or world events	52%

Competition and cultural enrichment were deemed to be unimportant in selecting leisure activity by the largest proportions of the surveyed population (40 and 32 percent, respectively). Relative to other groups, teens were most likely to offer excitement as a leisure objective (68 percent), while those aged 65 and over were most likely to offer helping others (72 percent). Teens (66 percent), single individuals (66 percent), and single parents (69 percent) were more likely than others to offer the chance to learn new things as a leisure objective.

SATISFACTION [3]

In the 1990 Ministry of Tourism study, levels of satisfaction with degree of participation range from 32 percent of Ontarians who were satisfied with their degree of involvement in physical exercise to 71 percent of Ontarians who were satisfied with their degree of involvement in home entertainment activities. A large proportion of individuals (51 percent) indicated satisfaction with their participation in social activities. Those who were least satisfied with their participation in leisure activities were often female, had children, were of low income and/or low education, of non-European origin, and did not speak English in the home. Women aged 25-34 years who fit this profile, were particularly dissatisfied with their levels of participation in social activities.

Some activities seem to be inherently more satisfying or otherwise lead to a sense of quality of life. Highest levels of satisfaction were obtained for volunteer activities (52 percent of respondents), attending museums and art galleries (51 percent), participating in arts-related activities (44 percent), and spiritual or religious activities (43 percent). Watching television, resting, reading, listening to the radio, and shopping were less associated with satisfaction.

BARRIERS TO PARTICIPATION [4]

In the 1990 study, the overwhelming majority of Ontarians (91 percent) indicated that they were not able to attain their desired levels of participation in leisure activities. The following table describes those obstacles most often offered as inhibitors of leisure participation, along with characteristics of individuals most likely to offer the particular obstacle as a reason for non-participation. The most common response was a general lack of time or energy, offered by 72 percent of respondents. Cost was considered a barrier by 53 percent of respondents. Other obstacles were offered by smaller proportions of the surveyed population.

Obstacle	% of Ontarians	Participant Profiles
PERSONAL		
Lack of time or energy	72%	•Urban community, female, 35 to 44 years, high socioeconomic status (SES), married with children.
Lack of companionship	33%	•Small community, 65+ years, homemaker, low SES, single or previously married, Franco-Ontarian, non-European origin.
Health	18%	•Small community, 65+ years, female, low SES, previously married, British origin.
Language	7%	•Male, 45 to 64 years, low SES, non-European origin, non-English speaking, single or previously married.
EXTERNAL		
Cost	53%	•Female, 15 to 25 years, low SES, Franco-Ontarian, non-European origin, single or previously married.
Facilities (crowded or unavailable)	33%	•Northern Ontarian, small community, <35 years, low SES, Franco-Ontarian, non-European origin, previously married.
Accessibility (transportation)	31%	•Small community, 15 to 25 years, female, low SES, previously married, Franco-Ontarian, non-European origin.
Lack of availability of		
programs of interest	23%	•Central-east Ontarian, small community, 15 to 25 years, low SES, single or previously married, non-European origin, non-English speaking.
age-appropriate programs	20%	•Western Ontarian, small community, 15 to 25 or 65+ years, low SES, Franco-Ontarian.
information	less than 7%	•Non-European origin, non-English speaking.

Source: Environics Research Group. *Ontario leisure activity participation study*, 1990.

II. Specific Leisure Activity Areas

The sections that follow describe the most common activities in each of the categories previously described -- inter- and intrapersonal; sports, fitness, recreational, and outdoor; arts and cultural; and media-related activities -- along with the proportions of Ontarians engaging in these activities, and the predominant demographic findings for each. The participant profiles describe the various types of individuals who tend to show higher levels of participation. The profiles do not describe any single participant, and every participant will not possess each of the characteristics listed.

I. Inter- and Intrapersonal Activities

This section will describe the principal findings with respect to participation in miscellaneous activities which are of an inter- or intrapersonal nature. It is an ad hoc category which includes socializing, time with children, resting/relaxing, shopping, spiritual/religious involvement, volunteerism, and adult/continuing education. Available data was predominantly in percentage form. Actual numbers are provided, where available. Highlights of participant characteristics, frequency and context of participation are presented for the more popular pastimes. This information is intended to provide guidance in programming for these varied other activities.

Participation

The most popular leisure activity in this category was social activities or events. With 90 percent of Ontarians participating, this was the second most common leisure time activity overall. Among those who were likely to engage in social activities and incur high expenditures in this regard were single, male, high income, and professional individuals. The second most popular activity was leisure time spent with children, with 76 percent of Ontarians participating. Resting or relaxing was next most popular within this category, with 54 percent participation, followed closely by shopping, with 50 percent participation.

The table and sections below describe the involvement of Ontarians in other activities, along with participant profiles [5].

Common Activities	% of Ontarians	Participant Profiles
Social activities or events	90%	
Publicly-funded facility	22%	•Northern Ontarian, small community, retired, part-time student, with young children.
Low expenditure (<$25/week)	n/a	•Small community, low income, female, 65+ years, homemaker, retired, full-time student.
High expenditure (>$50/week)	23%	•Single, high income, professional/ manager, male.
Leisure time with children	76%	•High income, highly educated.
Resting/relaxing	54%	•Large urban community, male, single, low SES, non-European origin.
Shopping	50%	•Metro Toronto and large urban community, younger, low SES, single, full-time student, 65+ years , retired, non-European origin.
Spiritual/religious	37%	•Western or Central-west Ontarian, small community, 45 to 64 years, female, low SES, previously married, non-European origin.
Volunteer activities	24%	•Mid-size community, high SES, female, 35+ years, married or previously married, no dependents, British origin.
Community service		•Low income, low education, 44+ years.
Children's groups		•Female, 25 to 44 years.
Social issues		•High income, highly educated.
Adult/continuing education		
Part-time formal	17%	•Professional/ manager, university educated.
Self-directed	12%	•High income, 45 to 64 years, married.

Source: Environics Research Group, *Ontario leisure activity participation study*, 1990.

Key Demographic Findings

More specific information about time use by adult Canadians (15 years and over) is provided by a 1986 Statistics Canada general social survey [6] which indicated that, on an average day, 10 percent of Canadians participated in organizational, voluntary, and religious activities. Notice that this category is much narrower, encompassing only two of the activities above, and that participation on an average day is less common than participation over a six month period (as in the 1989 data). Nevertheless, some interesting findings emerged from the 1986 data that were not available from the more recent study. First, the rate of participation was highest for retired persons (16 percent), and lowest for students, and employed persons

(seven percent each). The average amount of daily time spent on organizational, voluntary, and religious activities by only those who participated was 2 3/4 hours, comparable to that spent engaged in sports and hobbies.

Gender. Among participants, men as a group spent 2 3/4 hours, an average of 1/4 hour more per day in organizational, voluntary, and religious activities than did women as a group (2 1/2 hours). The greatest gender difference was found among students where men spent 2 3/4 hours and women spent 1 3/4 hours per average day. Employed males spent the greatest amount of time on these activities at three hours per day, followed closely by their female counterparts at 2 3/4 hours. Female students spent the least amount of time in these activities.

Social Activities and Events

Key Demographic Findings

Frequency. Again, more specific information was provided by the 1986 social survey [7] which indicated that the proportion of Canadians who took part in a social entertainment activity on an average day was 37 percent. Visiting and entertaining relatives and friends was a widely engaged in leisure activity, with a participation rate of 29 percent on an average day. People looking for work had the highest participation rate for these activities (51 percent), while those who were employed had the lowest (34 percent). Participation in conversation (including telephone conversations) was 21 percent.

Time Use. Also in the 1986 social survey, those who participated in social entertainment activities spent an average of 3 1/2 hours per day at them. Socializing at bars and clubs (three hours) was the most time-consuming leisure activity within this sub-group, followed by visiting/entertaining friends and relatives (2 3/4 hours). Among participants, males seeking work spent the most time at these activities (4 1/4 hours per day, on average), while male homemakers and female retirees spent the least (three hours each).

Age. Socializing was pursued more often by younger individuals [8].

Gender. A greater proportion of women (39 percent) participated in social entertainment activities than did men (35 percent) for the population as a whole. At the same time, there was no difference in duration for the total population when comparing all men with all women (1 1/4 hours each) [9].

Socioeconomic Status. Those of higher socioeconomic status did more socializing [10].

Ethnolinguistic Background. Those of British origin tended to do more socializing.

Family Status. Single individuals did more socializing.

Community Size. Those who lived in large urban environments were more likely to socialize.

Region. Northern Ontarians were least likely to socialize.

Leisure Time with Children [11]

Key Demographic Findings

Frequency. Of the 76 percent of Ontarians who reported spending their leisure time with children (1989 data), 30 percent did so for one to two hours per week, 25 percent for less than one hour and 26 percent for three to five hours. More time was spent with preschool and elementary school aged children.

Time Use. In the 1986 social survey, individuals who were involved in the care of children (23 percent of the general population) spent approximately two hours a day involved this activity [12].

Socioeconomic Status. Those who spent leisure time with children were better represented in the highly educated, higher income group.

Resting or Relaxing [13]

Key Demographic Findings

Frequency. Of the 54 percent of Ontarians who spent time resting or relaxing (1989 data), 67 percent did so for one half to two hours on weekdays while only 57 percent did so for this length of time on weekend days. However, 20 percent rested or relaxed for three to five hours on weekend days as compared to only eight percent who rested for this length of time on weekdays.

Age. Younger and older individuals tended to spend more time relaxing.

Gender. Men generally engaged in resting/relaxing with greater frequency than did women.

Socioeconomic Status. Those of lower socioeconomic status did more resting/relaxing.

Ethnolinguistic Background. Those of non-European origin rested more often.

Family Status. Single individuals were more likely to spend time resting.

Community Size. Those who lived in large urban environments were more likely to rest in their leisure time.

Region. Northern Ontarians were least likely to rest in their leisure time.

Shopping [14]

Key Demographic Findings

Frequency. Of the 50 percent of Ontarians who shopped (1989 data), 41 percent did so for less than one hour per week, and 39 percent did so for one to two hours per week.

Time Use. In the 1986 social survey, individuals who shopped for products or services (41 percent of the general population) spent, on average, 2 1/2 hours a day performing this activity [15].

Age. Shopping was pursued more often by younger individuals.

Socioeconomic Status. Those of lower socioeconomic status did more shopping.

Ethnolinguistic Background. Those of non-European origin shopped with greater frequency.

Family Status. Single individuals tended to do more shopping.

Community Size. Those who lived in large urban environments were more likely to shop.

Region. Individuals of Metro Toronto did more shopping.

Spiritual or Religious Activities [16]

Key Demographic Findings

Frequency. Of the 37 percent of Ontarians who engaged in spiritual or religious activities (1989 data), 49 percent did so for one to two hours per week and a further 30 percent did so for three hours or more weekly.

Time Use. Of the sub-categories within the organizational, voluntary, and religious leisure category (the 1986 social survey data), participation in religious services, praying, and bible reading ranked highest in terms of involvement at six percent participation on an average day, but were allotted the least amount of daily time of all activities in this general category (1 1/2 hours) [17].

Context of Participation: Companionship. Of the 37 percent of Ontarians who participated in spiritual or religious activities (1989 data), 58 percent did so with family members, particularly those who were married with children, in the 35 to 44 year age group and of high income. A further 26 percent did so with friends, particularly those 65 years and over, and 24 percent did so alone at least some of the time.

Context of Participation: Location. Of those who engaged in spiritual or religious activities, 84 percent did so in a place of worship.

Socioeconomic Status. Those of lower socioeconomic status were more involved in spiritual/religious activities.

Ethnolinguistic Background. Those of non-European origin engaged in spiritual/religious activities more often.

Family Status. Those who were previously married indicated higher levels of involvement in spiritual/religious activities.

Community Size. Those who lived in small communities were more likely to engage in spiritual/religious activities.

Region. Individuals of Metro Toronto were less involved in spiritual/religious activities, while western Ontarians were more involved.

Adult and Continuing Education [18]

Key Demographic Findings

Time Use. In the 1986 social survey, the proportion of the population pursuing an education was 13 percent. These individuals spent an average of 6 1/4 hours per day involved in education or school-related activities (including classes, lectures, homework, etc.). Those who attended classes full-time spent an average of five hours engaged in this activity, while those who attended classes part-time spent an average of 1 3/4 hours engaged in this activity. Homework and/or self-development activities consumed an average of 3 1/4 hours of the individual's day [19].

Context of Participation: Location. Of the 17 percent of Ontarians who indicated that they participated in formal adult/continuing education (1989 data), 36 percent did so at community colleges, 22 percent through secondary schools, 19 percent through private institutions, 18 percent at universities, and smaller proportions (two to five percent) through elementary schools, public libraries, and community centres. Of the 12 percent of Ontarians who indicated involvement in self-directed learning, 32 percent pursued this activity at public libraries, 28 percent through books and magazines, 26 percent through family and friends, 22 percent through interaction with experts, 14 percent through interaction with salespersons, and nine percent through government information sources.

Age. Adult/continuing education was pursued most often by those under 45 years of age.

Socioeconomic Status. Those of higher socioeconomic status pursued adult/continuing education more often.

Ethnolinguistic Background. Franco-Ontarians more often pursued adult/continuing education.

Family Status. Single individuals did more adult/continuing education.

Community Size. Those who lived in large urban environments were more likely to pursue adult/continuing education.

Region. Individuals of Metro Toronto were more involved in adult/continuing education, while western Ontarians were less involved in adult/continuing education.

Seasonal Variations. Adult/continuing education classes were more likely to be pursued in the fall and winter.

Key Demographic Findings [20]

Frequency. Of the 24 percent of Ontarians who indicated involvement in volunteer activities (1989 data), 34 percent volunteered once or twice a week, 44 percent did so one to three times a month, 12 percent once or twice every six months. A small proportion (10 percent) volunteered daily.

Time Use. In the 1986 social survey, the most time consuming leisure sub-category in the organizational, voluntary, and religious vein was volunteer activities (3 1/2 hours per day) followed by participation in fraternal and social organizations (3 1/4 hours), and political or civic activity (3 1/4 hours) .[21]

Age. Volunteer activities were engaged in most by those over 35 years [22]. The majority of board members of volunteer organizations (63 percent) were in their 30's or 40's [23].

Gender. Board members of volunteer organizations were 53 percent male, with female representation in president and vice-president positions being 50 percent at the national level, and 40 percent at the provincial level.

Education and Socioeconomic Status. Those of higher socioeconomic status tended to participate more in volunteer activities [24]. The majority of board members of volunteer organizations were white collar workers (70 percent), with some post-secondary education (80 percent) [25].

Ethnolinguistic Background. Those of British origin tended to do more volunteering.

Family Status. Married individuals engaged in more volunteer activity.

Community Size. Those who lived in mid-size communities were more likely to engage in volunteer activities.

Volunteer Skills

A national study of policy-making volunteers in physical fitness, physical activity, recreation and sport, commissioned by Fitness and Amateur Sport Canada (conducted in 1982, released in 1983), surveyed the activities and needs of 500 volunteer leaders of fitness and recreation and sport organizations, 73 professional staff of such organizations (including directors), and government consultants in fitness, recreation, and sport representing 10 provinces [26]. In addition, 167 organizational profiles were

completed. The outcome of the study was a proposal for a national training program for volunteers and volunteer leaders which would target a number of volunteer skills as indicated by the expressed needs, and would be made available to volunteers throughout Canada through participating provincial/territorial or national associations.

The majority of board members of volunteer organizations had served previously on two or more boards (60 percent). Only 22 percent were first-time volunteers. All were seeking personal growth and the opportunity to learn new and useful skills through their volunteer experiences. In addition, 33 percent of volunteer organizations enlisted 200 or more volunteers, while 16 percent enlisted between 1,000 and 6,000 , and a further three percent enlisted in excess of 6,000. Only 33 percent of such organizations enlisted fewer than 25 volunteers.

The skills **often performed** with which a high proportion of volunteer leaders expressed **moderate difficulty** were as indicated below:

Leadership and supervision	43%
Program organization	32%
Budget preparation	23%
Delivery of technical duties	23%

The following skills were **performed regularly** by smaller proportions of individuals, but were rated as **highly difficult** by a significant proportion of respondents:

Fundraising	12%
Volunteer recruitment	6%
Staff and volunteer relations	5%

The three **desired general skills** mentioned most frequently by volunteers are listed below. These are followed by other, more specific, skills mentioned by a large proportion of volunteers.

Leadership	
Personal management	
Communication	
Planning	54%
Fundraising	48%
Leadership and group dynamics	45%
Marketing	44%
Problem solving and decision making	44%
Conducting effective meetings	41%

Planning, leadership, problem solving, and conducting meetings were mentioned more often by novice board members, while fundraising and public relations were mentioned more often by senior board members. The large majority (80 percent) wanted short, intensive, and practical workshops that were readily accessible. A definite preference for live learning experiences over formal lecture style theoretical presentation was expressed. Individuals indicated a willingness to make a commitment of time and money in order to improve their skills, with 49 percent indicating they would invest up to 50 hours a year, 34 percent indicating they would invest 50 or more hours a year, and 76 percent indicating they were prepared to absorb part of the cost of training.

INTER- AND INTRAPERSONAL ACTIVITIES: SUMMARY OF KEY FINDINGS

Key Demographic Findings [27]

Age. Socializing and shopping were pursued more often by younger individuals. Adult/continuing education was pursued most often by those under 45 years, while volunteer activities were engaged in most by those over 35 years. Younger and older individuals tended to spend more time relaxing.

Gender. Women were generally more involved in all of these activities, with the exception of resting/relaxing which men engaged in with greater frequency.

Socioeconomic Status. Those of higher socioeconomic status did more socializing, more volunteer work, and pursued adult/continuing education more often, while those of lower socioeconomic status did more resting, shopping, and were more involved in spiritual/religious activities.

Ethnolinguistic Background. Those of British origin tended to do more socializing and more volunteering. Franco-Ontarians more often pursued adult/continuing education. Those of non-European origin rested, shopped, and engaged in spiritual/religious activities more often.

Family Status. Single individuals did more socializing, resting, shopping, and adult/continuing education, while married individuals did more volunteer work. Those who were previously married indicated higher levels of involvement in spiritual/religious activities.

Community Size. Those who lived in large urban environments were more likely to socialize, rest, shop, and pursue adult/continuing education. Those who lived in mid-size communities were more likely to engage in volunteer activities. Those who lived in small communities were more likely to engage in spiritual/religious activities.

Region. Individuals of Metro Toronto did more shopping, and were more involved in adult/continuing education while being less involved in spiritual/religious activities. In contrast, western Ontarians were more involved in spiritual/religious activities, and less involved in adult/continuing education. Northern Ontarians were least likely to rest or socialize.

Seasonal Variations. Adult/continuing education classes were more likely to be pursued in the fall and winter.

IMPLICATIONS AND PROGRAMMING IDEAS

Social activities were, by far, the most popular leisure pastime within this category. Among these activities were **eating out**, and **entertaining friends or relatives**. The following are offered as programming ideas to complement these leisure pursuits.

- A series designed to familiarize individuals with the specialty food preparations that are characteristic of various countries or geographical regions (for example, Cajun, Thai, Italian, Greek, French, etc.) might have particular appeal to higher income, professional persons who tend to eat out more often.

- A series designed to instruct individuals in the art of entertaining, including everything from crafty table settings (holiday and everyday) to food garnishings to food preparation, etc., might have somewhat wider appeal.
- A program or two in the art of wine-tasting, or a series in wine-making for those who eat out or entertain regularly.

A high proportion of Ontarians spend at least some of their **leisure time with children**, particularly children of preschool or elementary school age.

- A series, aimed at parents, to provide a number of fun and educational play time activities designed for adults and children to engage in together. The programs would describe the ways in which these activities help children to grow and learn; for example, a game which involves tracking a ball with a stick would help an infant or toddler to develop motor co-ordination.

Shopping was also a popular pastime, particularly among individuals in large urban centres such as Metro Toronto.

- A consumer awareness program would likely have general appeal.

- A series of programs touring the interesting specialty or craft shops in the Toronto or southern Ontario area, and providing their history, where applicable; for example, the Christmas shop at Niagara-on-the-Lake has become somewhat of a tourist attraction, as have the shops at Pioneer Village which sell "home-made" goods such as maple syrup, jams, and soap.

Spiritual and religious activities were engaged in by a substantial proportion of the population. The following series is suggested as a means for increasing awareness and tolerance of the varied beliefs of the Ontario population.

- A series designed to teach individuals the origins and basic principles of the predominant world religions.

Although a lower proportion of the Ontario population participated in **volunteer activities**, those who did expressed the need for instruction in a number of teachable skills.

- A short, intensive, and practical series designed to teach volunteer skills such as leadership, personal management, and fundraising might also have a wider appeal, since these skills can be generalized for other situations.

Finally, many Ontarians pursued **adult or continuing education** during their leisure time. Typically, they did so through colleges and universities, or there are those who were more self-directed, using libraries, books, or magazines. TVOntario should continue to explore the formal program offerings of colleges and universities, and the possibilities of adapting them in order to broaden the accessibility for individuals who do not have access to these institutions for one reason or another.

- A series designed to instruct individuals in the basic skills of conducting research would appeal to individuals who take a self-directed approach to learning.

II. Sports, Fitness, Recreational, and Outdoor Activities

This section will describe the principal findings with respect to participation in sports, fitness, recreational, and outdoor activities. The section begins with a summary of the more common activities in this category, along with the characteristics of those individuals who are most likely to show generally higher levels of participation in each specific activity. Again, the available data is predominantly in the form of relative proportions. Highlights of participant characteristics and context of participation (when, where, with whom, and for how long individuals are likely to participate) are then presented for each of the more popular pastimes. This information is included to provide guidance in determining potential audiences and formats for programming in the various sports, fitness, recreational, and outdoor activities.

Participation

The 1989 Ministry of Tourism data [28] indicated that the most popular leisure activity in this category was walking, with 31 percent of Ontarians participating. Spectator sports were the next most popular pastime (30 percent), with hockey, baseball, and football being the sports which Ontarians most often attend. Given the variations in Ontario's climate, snow skiing and water skiing were the next most popular activities in winter and summer, respectively. Swimming and bicycling were next, and also show seasonal variations in participation due to climate.

The table below provides information regarding the level of participation for specific activities. The table also indicates the characteristics of those individuals most likely to participate in each activity; for example, females over 65 years of age were among those who were most likely to engage in walking as a leisure activity. Keep in mind that the profiles do not describe a single participant, and every participant will not possess each of the characteristics listed.

Common Activities	% of Ontarians	Participant Profiles
Walking	31%	•Female, 65+ years, previously married, homemaker, income <$30,000.
Spectator sports	30%	
Hockey	19%	•Fall/winter, eastern and northern Ontarian, 45 to 64 years.
Baseball	14%	•Spring/summer, Metro Toronto, 25 to 44 years.
Football	5%	•Spring/summer, <25 years, full-time student.
Skiing * (downhill, cross-country, water)	16%	•Central-east Ontarians, 35-44 years, high SES.
Swimming*	16%	•Metro Toronto, high SES, with children.
Bicycling*	15%	•Single, <35 years, high SES, European origin.
Aerobics, yoga, etc.	12%	•Female, university graduate, part-time worker.
Baseball, cricket, team sports*	12%	•Single, <25 years, semi- or unskilled, full-time student.
Fishing, hockey	9%	•Male, northern Ontarian.
Sailing, boating, canoeing, camping*	8%	•Central-east and northern Ontarian.
Hiking, snowmobiling	5-7%	
Skating (ice and roller)*	5-7%	•Eastern Ontarian.
Jogging	5-7%	•Full-time student, <25 years, high income, university graduate.
Tennis, badminton, table tennis, racquet sports	5-7%	•Metro Toronto, <25 years, single, full-time student, non-European origin.
Golf*	5-7%	•Male.
Weight training	5-7%	•Single, male.
Picnics*	under 4%	•Non-European origin.
All others	under 4%	

Source: Environics Research Group, *Ontario leisure activity participation study,* 1990.
*Seasonal variation

Key Demographic Findings

Additional information is provided by the 1986 social survey [29] which indicated that, on an average day, 29 percent of Canadians engaged in some sporting activity or hobby. Because sporting activities were combined with hobbies, it is difficult to determine the proportion of individuals who engaged in a sporting activity on an average day. Nonetheless, some of the more interesting findings are described. The rate of participation was highest for retired persons (46 percent) and lowest for students (19 percent). Participation in sports, physical exercise and coaching was the most common activity within this category at nine percent for the population as a whole.

Gender. Gender differences for sports and hobbies were most easily observed when comparing across different types of men and women; for example, in the total population, the participation rate for male students was 35 percent, compared with 19 percent for their female counterparts. At the same time, only 25 percent of men who kept house participated in sports and hobbies, while 37 percent of their female counterparts did. Duration data for participants only indicated that, on average, all men spent 1/4 hour more per day on these activities (2 3/4 hours) as compared with women (2 1/2 hours). This pattern held true for all sub-groups of men and women, with the exception of retired women who spent three hours per day, compared to 2 1/2 hours spent by their male counterparts.

Walking

Key Demographic Findings

Frequency. Of the 31 percent of Ontarians who walked (1989 data), 65 percent reported doing so every day, and a further 29 percent once or twice a week [30].

Age. Although walking was the most common activity overall, far fewer young adults (18 to 29 years, 18 percent) walked than did older adults (30 to 49 years, 26 percent; 50 to 64 years, 31 percent; 65 years and over, 37 percent) [31].

Gender. In both June and November (1984), 10 percent more women walked than did men (27 versus 17 percent, respectively).

Aerobic Activity and Calisthenics [32]

Key Demographic Findings

Frequency. Of the 12 percent of Ontarians who engaged in aerobic activity (1989 data), 43 percent did so daily, while a further 49 percent did so once or twice a week.

Context of Participation: Location. Those who engaged in aerobic and related activity were more likely to do so at home (37 percent) or in private clubs (30 percent), than in public areas (17 percent).

Context of Participation: Organizational Membership. High proportions of individuals involved in aerobic/fitness activities belonged to a club or organization (43 percent).

Gender. In 1984, a much higher proportion of women engaged in calisthenics than did men (20 versus seven percent, respectively) [33].

Jogging or Running [34]

Key Demographic Findings

Age. Jogging or running was reported almost exclusively by those under the age of 49.

Gender. In November, more men than women reported jogging or running (nine versus three percent, respectively).

Outdoor Sports [35]

Key Demographic Findings

Outdoor sports refers to those outdoor activities which have a fitness component and includes **team sports, bicycling, swimming, skating, skiing,** etc.

Frequency. Of those who played team sports (1989 data), the largest proportion indicated doing so once or twice a week (59 percent to 68 percent, depending on the activity). The largest proportions of skiers indicated that they engaged in these activities once or twice every six months (26 percent).

Time Use [36]. Those who participated in sports and hobbies spent an average of 2 1/2 hours at these activities per day. Among participants, men seeking work spent the most time at these activities (3 1/4 hours), while female students spent the least (2 1/4 hours).

Context of Participation: Organizational Membership. High proportions of individuals involved in hockey and baseball belonged to a club or organization (56 percent, and 55, respectively).

Gender. In June, more men than women reported playing baseball (10 versus three percent), and in November, more men than women reported skating or playing hockey (10 versus one percent, respectively) [37].

Recreational Equipment [38]. In Ontario, in 1987, 32 percent of households owned snow skis and 47 percent owned adult-sized bicycles. Ownership of snow skis, and adult-sized bicycles has shown modest increases since 1980.

Sporting Events [39]

Key Demographic Findings

Socioeconomic Status. Those with high income, but low levels of education or who were employed in skilled trades showed higher levels of attendance at sporting events.

Region. Western Ontarians tended to spend more time attending sporting events.

Physical Activity

A study of Ontario adults (18 years and over, n=1,948), conducted by Sports and Fitness Ontario in 1984 (released in 1986) [40], found many of the same preferences for fitness activities, as well as many of the same seasonal variations. Walking was the most popular leisure activity in late spring and late fall. Swimming and bicycling were determined to be the next most popular activities in late spring, while calisthenics and bicycling were the next most popular activities in late fall. The most **common physical activities in June and November** are indicated in the table below, along with the proportions of individuals participating in each. The relative popularity of each activity remained fairly constant over the period preceding the 1984 study.

Common Activities (% of respondents)			
June		November	
Walking	26%	Walking	22 %
Swimming	16%	Calisthenics	14 %
Bicycling	15%	Bicycling	7%
Calisthenics	12%	Swimming	6%
Jogging or running	8%	Jogging or running	6%
Baseball	7%	Skating or hockey	6%
Golf	6%		
Tennis or badminton	5%		

Source: Sports and Fitness Ontario, *Physical activity patterns in Ontario III*, 1986.

Key Demographic Findings

Age. It was determined that more young adults were active than were older adults. In November, for example, 76 percent of those aged 19 to 29 years were active at least once a week compared with 63 percent of those aged 30 to 49 years. Notably, more people over the age of 65 years were active than were those aged 50 to 64 years (55 versus 43 percent, respectively). As age progresses, people tend to participate increasingly in less strenuous activities. Although far fewer older people engaged in high intensity activities (10 percent), their rate of participation remained relatively stable from spring to fall, whereas the rates for younger age groups dropped dramatically. The top three spring activities by age group were as follows:

	Age Group (Years)			
	18 to 29	30 to 49	50 to 64	65 and over
Activity (% of group participating)	Swimming/ scuba (24%)	Walking (26%)	Walking (31%)	Walking (37%)
	Bicycling (22%)	Bicycling (18%)	Gardening (12%)	Gardening (11%)
	Walking (18%)	Swimming/ scuba (17%)	Swimming/ scuba (11%)	Calisthenics (7%)

Source: Sports and Fitness Ontario, *Physical activity patterns in Ontario III*, 1986.

Gender. In both June and November, almost equal proportions of men and women were active at least once a week. Over the entire 1984 survey period, women were active more frequently, but men tended to achieve higher levels of physical intensity. Women tended to be more involved

than men in walking and calisthenics. Men tended to be more involved than women in jogging or running, baseball, and skating or hockey.

Education and Socioeconomic Status. More people with university education, having higher salaries and in professional or executive or sales or clerical positions participated than did individuals in other groups. In November, 77 percent of those with at least some university education were active in the previous month, as compared with only 55 percent of those with some secondary or post-secondary education (excluding university), and 39 percent of those with an elementary school education.

Region. While no significant differences in participation were found across geographic regions of Ontario, more adults in large urban centres were physically active relative to adults in rural areas.

Seasonal Variations. In 1984, 65 percent of Ontario adults were active at least once a week in June, and 44 percent were active three or more times a week. Participation rates dropped in late fall with only 50 percent of Ontario adults being active at least once a week. This suggests that many people were active for only part of the year; they did not switch from fair weather activities such as jogging or tennis to cross-country skiing or hockey. Furthermore, in spring of 1984, 27 percent of Ontario adults expended high levels of energy, whereas by late fall, only 15 percent expended high levels of energy.

Trends

Two general trends seem to be evident. First, participation increased for women to 1984, when it actually exceeded participation levels of men. Second, participation increased for older adults (65 years and over) who showed a 10 percent increase over a six year period, in the number of individuals participating in some physical activity at least once a week.

Outdoor Activities and Recreation

Outdoor activities refer to those outdoor activities which do not fit the conventional definition of sport or fitness and include **boating, fishing, hunting, camping,** etc. Outdoor recreation refers to time spent outdoors, not necessarily engaged in fitness or other activities, and includes **picnics, visits to parks,** beaches, and recreation areas, etc.

Key Demographic Findings [41]

Frequency. Of those who went boating, fishing, etc. (1989 data), the largest proportion indicated doing so once or twice a week (35 percent to

45 percent, depending on the activity). The largest proportions of campers indicated that they engaged in these activities once or twice every six months (34 percent).

Time Use [42]. Hunting, fishing, and camping comprised the most time consuming sub-category of sports and hobbies (4 3/4 hours).

Socioeconomic Status. Those of higher socioeconomic status tended also to be more involved in outdoor recreation. Those with high income, but low levels of education or who were employed in skilled trades, also showed more general involvement in outdoor recreation.

Ethnolinguistic Background. Franco-Ontarians generally spent more time outdoors than did other groups, and were more involved in outdoor activities.

Community Size. Those who lived in rural environments were more involved in specific outdoor activities, such as fishing and hunting, while those who lived in urban environments were more involved in general outdoor recreation.

Region. Northern Ontarians tended to spend more time outdoors. The Algonquin Region showed the highest proportion of visitors who camped overnight (81 percent of total visitors), with 68 percent occupancy in July and August [43].

Seasonal Variations. Individuals were somewhat more likely to spend time outdoors in the spring and summer, relative to the fall and winter.

Recreational Equipment. In Ontario, in 1987, 24 percent owned overnight camping equipment. Ownership of camping equipment has remained relatively stable since 1980 [44].

Parks and Recreation Areas: Visitor Statistics

A survey conducted by the Ministry of Natural Resources, Parks and Recreation Areas Branch summarized data on park use by day visitors and campers during the period from November 1, 1987 to October 31, 1988 [45]. Total visitation to Ontario Provincial Parks during this period was 7,774,000, as compared to 7,488,170 in 1986 and 5,210,712 in 1980. This represents four and 49 percent increases in visitation over the previous year and from the start of the decade, respectively. Day use visitation was 3,968,000 and camper nights totalled 3,806,000. The proportion of visitors from Ontario, as compared to those from other provinces or countries, has remained stable at approximately 80 percent since 1979.

Popular Regions

The regions most attended during the period under study were the Central, Southwestern, Algonquin, and Eastern regions (as defined by the Ministry of Natural Resources). The table below provides some basic figures.

Region	Central	Southwestern	Eastern	Algonquin
Total Visitors	2,310,873	1,433,982	1,241,775	1,131,296
Day-use (% of total)	1,668,515 (72%)	634,289 (44%)	658,512 (53%)	210,624 (19%)
Camper Nights (% of total)	642,358 (28%)	799,693 (56%)	583,263 (47%)	920,672 (81%)
Number of Campers	245,296	278,330	216,329	309,633
July/August % Occupancy	61%	71%	57%	68%
Winter Visitors * (% of total)	55,569 (2%)	19,519 (1%)	11,069 (1%)	36,746 (3%)

Source: Ministry of Natural Resources, Parks and Recreation Areas Branch, *Ontario provincial parks statistics 1988.*
* November 1 to March 31.

The Central region showed the highest proportion of day-use visitors, while the Algonquin region showed the highest proportion of camper nights. The average length of stay across these regions was 2.5 to three days (calculated by dividing camper nights by number of campers), and average party size was three to four individuals. The Algonquin region has shown the most substantial increases in total visitation, rising four percent from 1987, and 11 percent from 1983. The Central region has also shown consistent increases, with visitation rising two percent from 1987 and four percent from 1983. Visitation to the Eastern region is down five percent from 1987, but up six percent from 1983. Finally, the Southwestern region has fared more poorly, showing declines in visitation of nine percent from 1987, and seven percent from 1983.

Visitor Services

There are three components to visitor services: information, interpretation, and recreation. The table below outlines the number and percentage of visitors taking advantage of the most sought after services by region. Individuals may take advantage of more than one service and all services are not represented here, thus percentages are not expected to add up to 100.

The results of this survey of services indicated that free publications were taken advantage of by the highest proportion of visitors to all areas. This may have much to do with accessibility of information. Interpretive trails were second to most popular in terms percentage of visitors taking advantage of the service. These services were most utilized by visitors to the Algonquin region.

Region	Central	Southwestern	Eastern	Algonquin
Free Publications	211,653 (9%)	226,572 (16%)	121,298 (10%)	449,812 (40%)
Interpretive Trails	107,662 (5%)	79,338 (6%)	74,110 (6%)	178,354 (16%)
Other Trails	103,868 (4%)		54,603 (4%)	
Visitor Centre	62,823 (3%)	43,197 (3%)	59,547 (5%)	49,060 (4%)
Other Indoor Facilities	102,547 (4%)			
Organized Event	93,916* (4%)	30,492** (2%)		65,091*** (6%)

Source: Ministry of Natural Resources, Parks and Recreation Areas Branch, *Ontario provincial parks statistics 1988.*

* Outdoor recreation activity ** Campsite visitation *** Evening films

SPORTS, FITNESS, RECREATIONAL AND OUTDOOR ACTIVITIES: SUMMARY OF KEY FINDINGS

Key Demographic Findings [46]

The information below describes the most general differences among individuals, based on the major demographic variables, and is intended to provide guidance in programming for sports, fitness, recreational, and outdoor activities, in general.

Age. Participation rates for young adults were two to three times those of older adults, with the exception of general outdoor recreation.

Gender. Men were generally more involved in sports and recreational pursuits, with the exception of general time spent outdoors.

Socioeconomic Status. Those of higher socioeconomic status tended also to be more involved in outdoor fitness and recreation. Those with high income, but low levels of education or who were employed in skilled trades showed higher levels of attendance at sporting events, and more general involvement in outdoor recreation.

Ethnolinguistic Background. Franco-Ontarians spent more time in general outdoor recreation than did other groups, and were more involved in specific outdoor activities.

Family Status. Single individuals, and married individuals without dependents indicated higher levels of involvement, in general.

Community Size. Those who lived in urban environments were more involved in general outdoor recreation, while those who lived in rural environments were more involved in specific outdoor activities, such as fishing and hunting.

Region. Northern Ontarians tended to spend more time outdoors while those from western Ontario tended to spend more time attending sporting events.

Seasonal Variations. Generally, no seasonal variations were observed in sports and recreational participation; however, individuals were somewhat more likely to spend time outdoors in the spring and summer, relative to the fall and winter.

Context of Participation: Location. Most were likely to engage in these activities in public parks or areas, particularly for outdoor activities.

Context of Participation: Companionship. When activities were engaged in with others, those individuals were usually family members.

Satisfaction. Only 32 percent of Ontarians were satisfied with their degree of involvement in physical exercise.

IMPLICATIONS AND PROGRAMMING IDEAS

Walking was found to be the most popular fitness activity throughout the year, and its popularity increases with age.

- A series or program on scenic places to walk or hike in Ontario could be directed towards middle and older adults, but might have general appeal.

Spectator sports were the second most popular activity in this category, with a somewhat higher appeal for men than women.

- A series describing the history and evolution of various popular spectator sports, such as hockey, baseball, or football. The presentation could include short biographies of the most prominent figures in the sport -- those who were effective in altering the nature of the sport through its evolution. It could also include the basic principles and rules of play, thus having some appeal for those who are not established fans of the sport, but who simply want to understand it at some elementary level.

Of the various **outdoor sports** listed, skiing, swimming, and bicycling were the most common. All reflect seasonal patterns of participation, and all have somewhat higher appeal for those in higher socioeconomic categories. Swimming tended to have particular appeal to individuals with children, skiing to those over 35 years, and bicycling to those under 35 years and of European background. Team sports such as hockey, baseball, and football were also popular. Somewhat less popular were tennis, badminton, and golf. The following are sample programming ideas.

- A series in "skill and strategy" could provide a range of information, from purchasing equipment, to improving skills, to implementing strategy. The series could include programs on each of the more popular sports listed above, or each sport might comprise a series in itself. A program or series of programs on skiing, for example, might focus on equipment and skill, while a program or series of programs on any of the team sports might focus on skill and strategy.

- A series on coaching.

- A series or program in "teaching your child to swim."

- A program on how to purchase a bicycle would examine the varied needs of the individual, and review the options in bicycles.

As many individuals engage in **aerobic exercise or calisthenics** at home, as at fitness clubs. While there are many exercise programs, few actually demonstrate correct and incorrect ways of exercising; for example, the correct posture for sit ups will eliminate stress to the lower back while exercising. The results suggest that programs such as the following would have a somewhat higher appeal for women than men.

- A series or program designed to teach individuals to exercise safely, in order to prevent bodily injury. This could include information about the correct shoe for various forms of exercise, and what makes the shoe particularly adapted to that exercise form.

- A series or program in aerobic dance could teach dance steps within the context of a fitness regime.

In the area of **outdoor activity and recreation**, individuals were found to be interested in informational resources concerning parks and recreational areas. Programming in the area of general outdoor recreation might be as follows:

- A series or program presenting information about the various parks and recreational areas within the more popular regions, using the format of actual interpretive trails, a favorite recreational activity of the individuals surveyed. This presentation could also include information about exceptional fishing or sailing spots in Ontario.

- Other programs in the "skill and strategy" series could address boating, camping, etc., with particular focus on equipment and skill.

III. Arts and Cultural Activities

This section will describe the principal findings with respect to participation in arts and cultural activities. The section begins with a summary of the more common activities in this category, of both a passive and active nature, along with the characteristics of those individuals who are most likely to show generally higher levels of participation in each specific activity. Highlights of participant characteristics and context of participation (when, where, with whom, and for how long individuals are likely to participate) are then presented for each of the most popular activities. This information is included to provide guidance in determining potential audiences and formats for programming in the various arts and cultural activities.

Passive Participation

The table below describes participation in arts and cultural activities of a more passive sort (1989 Ministry of Tourism data)[47], along with the proportions of individuals indicating that they attended such an activity at least once in the past six months. The most common of these activities were entertainment events, attended by 44 percent of Ontarians. These included movies, popular music concerts, and other popular entertainment such as stand-up comedy, etc. Visits to art galleries followed next in popularity, with participation by 30 percent of Ontarians, and then by performing arts at 26 percent.

Common Activities	% of Ontarians	Participant Profiles
Entertainment events	44%	•Metro Toronto, Northern Ontarian, large urban community, young, single, full-time student.
Art galleries	30%	•Eastern Ontarian, urban community, 35 to 44 years, high SES.
Performing arts	26%	•Metro Toronto, Western and Eastern Ontarian, university-educated, professional/manager, high income, high SES, 35 to 64 years, previously married.
Museums	17%	•Metro Toronto, Eastern Ontarian, urban community, 35 to 44 years, high SES.
Historic sites	15%	•Eastern and Central-east Ontarian, high SES.
Classics (symphony, opera, ballet, etc.)	12%	•Metro Toronto, Eastern Ontarian, large urban community, high SES, university-educated, professional/manager.

Source: Environics Research Group, *Ontario leisure activity participation study,* 1990.

Profile of the Canadian Arts Consumer [48]

The Canadian arts consumer is generally affluent, well-educated, older, female and lives in the city. However, there are many who fit this profile, but are not arts consumers.

Consumption [49]

In a Communications Canada study (conducted in 1986, released in 1989), Canadians were found to have made an average of 14.3 visits annually to Canadian cultural facilities, and 4.3 visits annually to performing arts events. The following table lists the various arts and cultural facilities and performing arts events with the proportions of total visits they represent. Libraries were attended most often on an annual basis at an average of 11.2 visits. Live musical performances were next most common at an annual average of 2.1 visits.

Arts and Cultural Facilities # annual visits (% of total visits)		Performing Arts Events # annual visits (% of total visits)	
Libraries	11.2 (55.9%)	Live musical performances (non-classical)	2.1 (42.6%)
Arts and crafts events	1.1 (19.7%)	Live theatre	1.1 (33.5%)
Art galleries	1.2 (12.7%)	Dance productions	0.6 (12.4%)
Museums	0.8 (11.7%)	Live musical performances (classical)	0.5 (11.5%)

Source: Communications Canada, *Linking artists and audiences*, 1989.

Household consumption increased dramatically in the period from 1978 to 1985, with the largest increase being evident in attendance to arts and crafts events (23.2 percent), followed by art galleries (19.1 percent), non-classical music performances (18.1 percent), theatre (15.0 percent), museums (2.6 percent), and classical music performances (1.4 percent).

Entertainment Events [50]

Key Demographic Findings

Frequency. Of the 44 percent of Ontarians who attended at least one entertainment event in the month prior to the interview (1989 data), 16 percent reported attending at least once a week. A further 29 percent of those who attended indicated attending one to three times a month.

Gender. Men more often than women attended entertainment events.

Socioeconomic Status. Those of higher socioeconomic status attended entertainment events with greater frequency.

Ethnolinguistic Background. Those of non-European origin attended more entertainment events than did those of European origin.

Family Status. Those who are single or who were previously married attended more entertainment events.

Region. The population of Metro Toronto attended more entertainment events, while the population of northern Ontario was least likely to do so.

Seasonal Variations. Individuals were somewhat more likely to attend entertainment events in the fall and winter.

Arts and Cultural Facilities [51]

Key Demographic Findings

Age. Those between the ages of 20 and 25 years showed highest levels of consumption, at 20.3 visits to cultural facilities, while those aged 65 years and over showed the lowest levels of consumption, at 10.9 visits to cultural facilities.

Gender. Generally, males visited all cultural facilities with less frequency than did females (13.0 versus 15.3 visits annually, respectively), with the exception of museums which were attended with greater frequency by males. (This is the only finding that is not congruent with 1989 findings).

Education. Those with post-secondary education made an average of 22.9 visits to cultural facilities, as compared to 8.6 for those with secondary education or less. A large significant difference was obtained for visits to the library, at 18.4 for higher-educated and 6.6 for lower-educated individuals.

Income. Generally, those with low income levels showed higher attendance levels at cultural facilities (such as libraries, community centres, galleries, museums, etc.) generally (15.3 annual visits), and libraries specifically (12.8 annual visits).

Ethnolinguistic Background. Non-charter language groups showed the highest attendance at heritage and cultural facilities, at 16.5 annual visits, compared with 15.5 for anglophones, and 11.0 for francophones.

Region. Ontarians averaged 15.3 visits annually to cultural facilities. Middle-sized urban centres (100,000-500,000) showed highest levels of attendance, while smaller urban centres (25,000-100,000) showed lowest levels of attendance, likely due to limited access.

Art Galleries [52]

Key Demographic Findings

Age. The 35- to 44-year age group were more likely to attend galleries.

Gender. Men and women were equally as likely to attend galleries.

Income. Generally, those with highest income levels showed higher attendance levels at art galleries (1.4 annual visits), while those with middle income levels showed higher attendance levels at arts and crafts fairs (one annual visit) [53].

Ethnolinguistic Background. Those who speak a language other than English at home indicated higher levels of attendance at galleries.

Region. The population of Metro Toronto attended more galleries, while the population of northern Ontario was least likely to do so.

Performing Arts [54]

Key Demographic Findings

Frequency. With regard to performing arts, 19 percent of those who attended indicated attendance at six or more performances in the last six months (1989 data). Of those frequent attenders, 25 percent resided in Metro Toronto, and a further 23 percent resided in Eastern Ontario.

Age. The 35 to 44 year age group showed the highest levels of attendance at performing arts events (1989 data). Those between the ages of 20 and 25 years showed highest levels of consumption in the 1986 Communications Canada data, at 6.1 visits to performing arts events annually, while those aged 65 years and over showed the lowest levels of consumption, at 2.4 visits to performing arts events annually [55].

Gender. When taken as a whole, there were no differences in attendance by males and females at performing arts attractions in 1986. However, popular music performances were attended more by males, and live and classical performances were attended more by females [56]. Similarly, in 1989, women more often than men attended live performances.

Education. In a 1983 Ministry of Citizenship and Culture study, those with higher levels of education indicated attendance at more of all types of performances (71 to 98 percent, depending on the type of performance) [57]. Similarly, in 1986, a trend toward increased attendance with increased education levels was evident for annual visits to performing arts attractions, at 5.9 for higher-educated (some post-secondary) and 2.3 for lower-educated (secondary or less) individuals [58].

Socioeconomic Status. Generally, those of higher socioeconomic status and income attended performing arts events with greater frequency [59]. In 1986, those with highest income levels made 4.8 annual visits [60].

Family Status. Those who were single or who were previously married attended more live performances.

Region. The population of Metro Toronto attended more live theatre, while the population of northern Ontario was least likely to do so.

Community Size In the 1986 Communications Canada study, Ontarians averaged 4.2 visits annually to performing arts attractions. Middle-sized urban centres (100,000-500,000) showed highest levels of attendance, while smaller urban centres (25,000-100,000) showed lowest levels of attendance, likely due to limited access [61].

Museums [62]

Key Demographic Findings

Age. The 35 to 44 year age group was more likely to attend museums.

Gender. Men and women were equally represented in attendance at museums (1989 data). This is contrary to a 1983 Ministry of Citizenship and Culture study which indicated males went more frequently to museums and science centres (63.6 percent) than did females and may suggest a trend toward increased attendance by females [63].

Income. Generally, those with highest income levels showed higher attendance levels at museums (one annual visit) [64].

Ethnolinguistic Background. Those who speak a language other than English at home indicated higher levels of attendance at museums.

Region. The population of Metro Toronto more often attended museums, while the population of northern Ontario was least likely to do so.

Classical Performance [65]

Key Demographic Findings

Frequency. Of the 12 percent of Ontarians who attended at least one classical performance (music, opera, ballet, etc.) in the last six months (1989 data), the majority (53 percent) attended one or two, while 33 percent attended three to five, and a further 15 percent reported having attended six or more.

Age. The 35- to 44-year age group was more likely to attend classic performances, such as ballet and opera.[66] A 1983 Ministry of Citizenship and Culture study also found that younger groups were least likely to attend opera, while older groups indicated highest attendance at these events [67].

Education. A weak trend toward increased attendance with increased education levels was evident for attendance at classical music performances [68].

Ethnolinguistic Background. Those who speak a language other than English at home indicated higher levels of attendance at classical performances.

Region. The population of Metro Toronto attended more classics, while the population of northern Ontario was least likely to do so.

ACTIVE PARTICIPATION

The majority of Ontarians (61 percent) was actively engaged in some hobby or arts-related activity at least once in the six months previous to the interview (1989 data). Sewing was the most popular hobby, undertaken by 18 percent of respondents, followed by gardening at 12 percent, fine arts activities at nine percent, and musical performance activities at eight percent. The following table describes the common activities that Ontarians engaged in actively, along with the characteristics of those most likely to undertake each activity. Keep in mind that these characteristics do not describe a single participant, and each participant is not expected to possess all characteristics [69].

Common Activities	% of Ontarians	Participant Profiles
HOBBIES		•Small community, married, 45 to 64 years, homemaker.
Sewing	18%	
Gardening	12%	•Central-east Ontarian, middle age to older.
Home improvement	6%	•Eastern Ontarian, male, 35-44 years, semi- or unskilled.
Woodworking	<6%	•Northern Ontarian, male.
Knitting	<6%	
Collecting	<6%	•Non-European origin.
Reading	<6%	•Western Ontarian.
Needlework	<6%	•Northern Ontarian, small community, female, older, lower SES, non-English speaking, homemaker.
ARTS-RELATED ACTIVITIES		•Metro Toronto or urban community, <25 years, single, university-educated, non-European origin.
Fine arts (incl. drawing, painting, sculpting, etc.)	9%	•Metro Toronto.
Musical instrument, singing	8%	•Eastern Ontarian, male.
Crafts	7%	•Central-west Ontarian, female, 25 to 34 years, homemaker, part-time worker.
Photography	6%	•Eastern Ontarian, male, professional/ manager.
Writing	<6%	•Metro Toronto, <25 years, full-time student.

Source: Environics Research Group, *Ontario leisure activity participation study*, 1990.

Based on the 1986 Communications Canada data,[70] as well as the more current data, it can be concluded that, while Canadians seem to be significant consumers of arts and culture, they exhibit considerably lower levels of participation.

Key Demographic Findings

Time Use. Ontarians, on the average, spent three hours per week involved in performing arts, and 3 1/4 hours per week engaged in visual arts.

Education. Those with post-secondary education spent an average of three hours per week engaged in arts and cultural activity, as compared to two hours for those with high school education or less. The following table details the proportions of Canadians who engaged in the listed activities in 1986, by level of education.

Activity	Post-secondary	High school or less
Performing Arts		
Musical instrument	30.3 %	15.8 %
Singing	19.9 %	14.5 %
Dancing	9.1 %	7.0 %
Acting	3.9 %	2.6 %
Visual Arts		
Photography	33.6 %	15.5 %
Painting, Sculpting, Drawing	23.5 %	15.0 %

Source: Communications Canada, *Linking artists and audiences*, 1989.

Community Size Those in larger urban centres generally tended to participate more.

Context of Participation: Location. Generally, all activities were engaged in alone, and at-home [71].

Context of Participation: Organizational Membership. The majority of individuals (90 percent) who participated in all arts and cultural activities did not belong to an organization.

Arts-Related Activities [72]

Key Demographic Findings

Age. Individuals younger than 35 years showed highest levels of participation in arts-related activities.

Gender. Men and women engaged in arts-related activities equally.

Family Status. Single individuals were more likely to be involved in arts-related activities.

Community Size. In general, those who lived in urban environments are more involved in arts and cultural activities.

Seasonal Variations. Individuals were somewhat more likely to pursue arts-related activities in the fall and winter.

Performing Arts [73]

Key Demographic Findings

Time Use. Canadians spent an average of 1 1/2 hours per week involved in performing arts (1986 data). Playing a musical instrument was the most popular performing art, at an average of 3/4 hour per week, or 44.9 percent of total time devoted to performing arts participation. This was followed by singing, at an average of 1/2 hour, or 36.1 percent of total performing arts participation time.

Age A general decrease in participation in performing arts was evident with age. Those 19 years of age and younger participated an average of 3 3/4 hours weekly, as compared to 1/2 hour for those 65 years and over.

Gender. Taken as a whole, there were no significant gender differences in participation. However, somewhat higher proportions of females than males participated in singing (18.6 versus 14.2 percent, respectively).

Income. Generally, those with higher incomes showed lower levels of participation in performing arts activities.

Ethnolinguistic Background. Anglophones showed higher proportions of individuals who played a musical instrument (22.9 percent), while francophones showed higher proportions of individuals who danced (9.7 percent).

Visual Arts [74]

Key Demographic Findings

Time Use. Canadians spent an average of three hours per week participating in visual arts (1986 data). Photography (including casual picture-taking) was the most popular visual art, at an average of 1 3/4 hours per week, or 72.5 percent of total time devoted to visual arts participation. This was followed by painting/sculpting/drawing at an average of 3/4 hour per week, or 27.5 percent of total visual arts participation time.

Age Those aged 20 to 25 participated most in visual arts, at 4 1/4 hours per week, while those aged 46 to 64 participated least at two hours. However, those aged 65 years and older showed the lowest proportion of individuals involved in visual arts.

Gender. Taken as a whole, there were no significant gender differences in participation. However, somewhat higher proportions of females than males participated in painting/sculpting/drawing (20.9 versus 15.3 percent, respectively). Somewhat higher proportions of males than females participated in photography (26.5 versus 19.1 percent, respectively).

Income. Generally, those with higher incomes showed lower levels of participation in visual arts activities. The only exception to this general trend was photography, for which the high income group showed higher proportions of participation (29.1 percent versus 5.4 percent of the low income group).

Ethnolinguistic Background. Non-charter language groups showed higher proportions of individuals involved in photography (26.2 percent).

Hobbies [75]

Key Demographic Findings

Age. Individuals older than 44 years showed highest levels of participation in hobbies.

Gender. Women more often than men engaged in hobbies.

Socioeconomic Status. Those who were semi- or unskilled tended to be more involved with hobbies.

Ethnolinguistic Background. Those of non-European origin engaged in hobbies less frequently than did those of European origin.

Family Status. Married individuals were more likely to be involved in hobbies.

Community Size. Those who lived in rural environments (with populations under 10,000) were more involved in hobbies (76 percent of the population, as compared to 60 percent for urban dwellers).

Seasonal Variations. Individuals were somewhat more likely to pursue hobbies in the spring and summer.

Domestic Crafts

Key Demographic Findings

Time Use [76]. In the 1986 social survey, domestic crafts were engaged in for an average of 2 3/4 hours per average day.

Gender. In a 1983 Ministry of Citizenship and Culture study, females indicated greater participation in arts and crafts (59.9 percent) [77].

CULTURAL AWARENESS AND KNOWLEDGE

A Communications Canada study sought to determine Canadians' level of awareness and knowledge of Canadian cultural figures, the patterns of consumption and participation, the opinions about Canadian arts and culture, and related sociodemographic characteristics of the above [78]. The objective of the study was to determine the variations in involvement in arts and culture by segment of society--the causes, predictors, consequences and effects, and their implications for the arts and cultural industry in Canada. The 1986 study surveyed 3,216 individuals across Canada. The sample was representative of 76 urban centres with populations over 25,000.

Awareness of selected prominent Canadian arts and cultural figures was examined. Awareness was defined, for the purposes of the study, as top-of-mind recognition. Awareness of performing artists, particularly musicians, was highest, while awareness of creative artists, particularly visual artists, was quite low. Of particular significance, though, is the fact that, when individuals were queried about the discipline and nationality of the various figures, only 2/3 of those who had indicated awareness actually possessed any stable knowledge of these facts.

It was found that higher levels of **knowledge** in arts and culture predict higher levels of **consumption**, higher levels of desire to increase consumption, a more **positive attitude** towards arts and culture, and a greater **perceived importance** of these activities to society and to quality of life. However, higher levels of knowledge does not predict, as strongly, higher levels of participation. Moreover, high levels of acute awareness do not necessarily indicate high levels of real knowledge of arts and culture. Finally, none of these factors show a strong relationship with the degree of pride Canadians take in Canadian culture.

Key Demographic Findings

Age. Overall knowledge of cultural figures was lowest for those aged 19 years and under, highest for those between 26 and 45 years. Knowledge of visual and literary artists increased with age. Knowledge of performing artists was quite variable, and indicated no clear relationship to age.

Gender. Women were generally more likely than men to recognize female artists.

Education. Those with higher levels of education were more likely to be aware and knowledgeable about cultural figures, and those with some post-secondary education were three times more likely to have knowledge of literary artists.

Income. Those with higher incomes were more likely to recognize prominent Canadian cultural figures.

Ethnolinguistic Background. For the purposes of examining the effects of ethnolinguistic background, individuals were assigned to three groups: anglophones, francophones, and non-charter language groups. Generally, anglophones and francophones exhibited similar levels of knowledge and awareness, exceeding the levels of non-charter language groups. Anglophone and francophone cultural figures were best known by Canadians of their respective language group. Francophone artists were better known among francophone Canadians than were anglophone artists among anglophone Canadians (84 versus 56 percent accuracy of identification of discipline and nationality, respectively). Both were generally unaware of artists belonging to the other. Only 11.2 percent of francophones had knowledge of the anglophone artists, while 12.5 percent of anglophones had knowledge of francophone artists.

Region. Of Ontarians surveyed, only 28.6 percent had awareness and knowledge of the selected cultural figures, among the lowest proportion across the provinces. Canadians, in general, have poor knowledge of cultural figures, as indicated by the highest proportion being a mere 32.6 percent (Atlantic provinces). Individuals were more likely to have knowledge of artists who inhabited the same region.

ATTITUDES AND BEHAVIORS

In 1983, a public survey, commissioned by the Special Committee for the Arts, Ministry of Citizenship and Culture, was undertaken to gauge the attitudes and behavior patterns of Ontario residents toward the arts [79]. The sample comprised 1000 Ontario residents, 18 years of age and over.

Individuals were questioned about their attitudes and behaviors with regard to the following art and cultural forms: performing arts, live theatre, children's theatre, classics (symphony, opera, etc.), arts and crafts, public libraries, museums (art, history, or science), community/cultural centres.

Motivational Factors and Barriers to Participation

Cost. The majority of respondents (73 percent) believed that attendance would improve at all events if the cost of tickets were decreased, while 62 percent indicated that they themselves would attend more performances if it were less expensive.

Quality of performance. A large proportion (64 percent) preferred large professional groups to small local groups, but 49 percent indicated that they might attend more often if more performances were given by local groups. Furthermore, 54 percent indicated that they would attend more performances if the quality were higher, while 36 percent indicated that their attendance might increase if theatres and venues were in better condition.

Communication. A full 65 percent of the surveyed population and 75 percent of surveyed Torontonians indicated that they were not aware of many of the performances and events, and that they might attend more if they were provided with more information.

Personal. While 63 percent indicated that a lack of leisure time prevented them from attending, 60 percent indicated that they would attend more performances if they had a better grounding in the arts.

Accessibility. In general, perceived accessibility was higher for upper income individuals living in urban centres, who were highly participative in the arts. Judged to be most accessible were public libraries, with 96.6 percent of the population indicating these facilities were within easy reach. The majority (75 percent) also felt that recreation and community centres were easily accessible; 68 percent indicated that theatres were within reach; 63 percent that museums, art galleries and science centres were accessible; and 50 percent that concert halls were easily accessed.

Location. Many (68 percent) felt that performances were too often in downtown locations relative to local community or suburb locations, and 55 percent indicated they would attend more performances if the location was more convenient; 65 percent if performances were staged in their immediate locales.

Transportation. Younger groups and lower income groups were most affected by inaccessibility of public transit.

Frequency of Presentation. There was general support (41 to 64 percent across the various art forms) for increased frequency of performance across all arts and cultural areas. The proportion of the population indicating that arts and crafts were frequently presented was 55.5 percent, as compared to 44 percent for live plays and musicals, 27.5 percent for classical music, 23.3 percent for live children's performances, 15.4 percent for ballet and modern dance, and 9.7 percent of opera and operetta.

Importance of the Arts

Priorities. Arts and cultural activities did not fare well against other public programs and services. When asked to comment on the priorities for improvement of services, 86 percent of respondents indicated that it was important to improve medical and health services and facilities, as compared to 84 percent advocating improvements to schools, 78 percent to roads and highways, 74 percent to parks and recreation facilities, and finally 68 percent to arts and cultural facilities.

Quality of Life. A large majority (90 percent and over) of the respondents did, however, feel that museums, concert halls, and theatres were important to the quality of life, and that these resources make the community better. Furthermore, 82 percent also felt that these resources were important to the economy of the community, and 63 percent indicated that they would miss these facilities at least to some extent, were they not available.

Arts in Schools. General support was evident (96 percent of the surveyed population) for the provision of school-based arts courses, with 70 percent indicating that courses should be offered for credit, and 72 percent indicating that courses should be financed by the schools from their operating budgets.

Financing of the Arts

Results revealed a general lack of awareness and understanding of arts funding, and a general lack of support for funding. While 72 percent of respondents believed that current levels of services ought to be maintained, 22 percent advocated reductions in spending and 67 percent felt that only selected programs ought to be subject to funding cuts. Again, arts and cultural activities did not fare well against other programs in this regard, with 45 percent of respondents supporting moderate to great reductions in arts spending, as compared to 37 percent for parks and

recreation facilities, 26 percent for roads and highways, 12 percent for education and six percent for medical and health. Those most likely to advocate greater cuts to the arts budget were from small cities, over 30 years of age, lacking in early exposure to the arts, and predominantly female.

The majority (61 percent) of the population overestimated the proportion of each tax dollar directed towards arts and cultural activities. Fully, 77 percent indicated a willingness to pay five dollars more in taxes annually to support the arts, while 53 percent indicated a willingness to pay $25 more. Those most willing to support arts through taxes tended to be upper income, frequent attenders, who had had early exposure to the arts. Willingness to support the arts through taxes decreased with age.

More recently, a Toronto Globe and Mail/CBC study [80] found that 51 percent of (1,600) Canadians surveyed favored government spending cuts in the arts, while 42 percent did not. This was taken as an indication of a fundamental lack of recognition of the economic benefits of arts and culture in Canada--a $12 billion dollar a year industry which creates jobs and strengthens our cultural identity.

Problems have been pointed out in the Globe and Mail/CBC poll which prefaced a question on arts and culture funding in Canada with a statement implying that the government already spends a lot on the arts when, in fact, government spending in this area is small when compared to other areas ($1.9 billion compared to $11 billion for defense and $36 billion for social programs) [81]. Not surprisingly, 51 percent of respondents indicated that they would like to see cut-backs in arts and culture spending. This figure is misleading, because the question was misleading. A 1988 Environics poll which gave more specific information ($1.45 for every $100 in taxes) resulted in only three percent of respondents indicating they felt government spending in this area was too high.

The results of a Toronto Star/CTV study [82] did, however, concur with those of the Globe and Mail/CBC study, in that 12 percent of the Canadian population surveyed favored major cuts in spending, while 41 percent favored minor cuts and 41 percent did not favor cuts in government spending in the arts. It was concluded that there is only soft support for the arts in Canada.

ARTS AND CULTURAL ACTIVITIES: SUMMARY OF KEY FINDINGS

Key Demographic Findings [83]

Age. The 35- to 44-year age group showed the highest levels of attendance at all arts and cultural performances, as well as museums, while younger individuals showed highest levels of participation in arts-related activities, and older individuals showed highest levels of participation in hobbies.

Gender. Women more often than men attended live performances and engaged in hobbies. Men more often than women attended entertainment events. Both attended museums, galleries, and engaged in arts-related activities equally as much.

Socioeconomic Status. Those of higher socioeconomic status attended performing arts and entertainment events with greater frequency, while those who were semi- or unskilled tended to be more involved with hobbies.

Ethnolinguistic Background. Those of non-European origin attended more entertainment events, and engaged in hobbies less frequently than did those of European origin. Those who speak a language other than English at home indicated higher levels of attendance at museums, galleries, live and classical performances.

Family Status. Those who were single or who were previously married attended more entertainment events and live performances. Single individuals were more likely to be involved in arts-related activities, while married individuals were more likely to be involved in hobbies.

Community Size. Those who lived in urban environments were more involved in arts and cultural activities, in general. Those who lived in rural environments (with populations under 10,000) were more involved in hobbies (76 percent of the population, as compared to 60 percent for urban dwellers).

Region. The population of Metro Toronto attended more entertainment events, live theatre, classics, museums and galleries, while the population of northern Ontario was least likely to do so.

Seasonal Variations. Individuals were somewhat more likely to pursue hobbies in the spring and summer, and to pursue arts-related activities and attend entertainment events in the fall and winter.

IMPLICATIONS AND PROGRAMMING IDEAS

Aside from the various demographic findings, two other findings emerged as critical. First, the level of cultural awareness and knowledge in Canada is quite poor. Second, individuals feel that factors such as cost, location, transportation, etc., make the arts inaccessible. While **passive forms of arts and cultural activities**, particularly entertainment events, lend themselves less to the home studies format, educational television might be used to increase their accessibility to those for whom cost or location are barriers to participation. Furthermore, the following sample programming ideas might increase the level of cultural awareness and knowledge of Ontarians.

- A series or program on the Canadian historical sites.
- A series emphasizing skills in critical analysis of artistic works, could focus on various Canadian artists in a number of disciplines (visual, musical, theatrical, literary, etc.), displaying and analyzing their works.
- A series on specialized Canadian museums, or various special exhibits within Canadian museums.
- A series or program focusing on theatre would include information about production, costuming, acting, etc.

Of the **active forms of arts and cultural involvement**, sewing, gardening, and fine arts activities (visual and musical) were most popular. Hobbies tended to have greater appeal for those living in smaller communities, while arts-related activities tended to have greater appeal for those living in large urban centres. These findings suggest a series of "how-to" programs emphasizing skill in the following areas (a number of which have already been done):

- Sewing
- Gardening
- Home improvement
- Woodworking
- Knitting
- Collecting
- Needlework
- Drawing
- Painting
- Sculpting
- Playing musical instruments
- Voice training
- Various Crafts
- Photography
- Writing

While such programming is particularly suited to the home studies format, keep in mind that arts and cultural activities are ones in which lower proportions of the population participate relative to activities in other categories; thus, audiences would be expected to be somewhat smaller.

IV. Media-Related Activities

This section will describe the principal findings with respect to participation in media-related activities. The section begins with a summary of the more common activities in this category, along with the characteristics of those individuals who are most likely to show generally higher levels of participation in each specific activity. Highlights of participant characteristics and context of participation (when, where, with whom, and for how long individuals are likely to participate) are then presented for each of the most popular activities. This information is included to provide guidance in determining potential audiences and formats for programming in the various media-related activities.

Participation

The Ministry of Tourism study (1989 data) [84] indicated that media-related activities were, by far, the most popular leisure activities, with reading, listening to radio, and watching television all being represented in the top four leisure activities in the list of common activities, previously encountered. The most popular of these activities was reading, with 91 percent of the Ontarians surveyed indicating that they spend at least some time engaged in this activity. Listening to radio and/or sound recordings followed closely in popularity, with 90 percent of the surveyed population participating. Television viewing also followed closely behind with 86 percent of Ontarians indicating participation in this activity.

The table below describes the proportions of Ontarians who reported spending at least some time, weekly, engaged in the media-related activities listed, along with the characteristics of those individuals most likely to participate in each activity. For example, older adult females were among those who were likely to read during weekdays, while university-educated individuals were among those who were likely to engage in this activity on weekend days.

Common Activities	% of Ontarians	Participant Profiles
Reading	91%	•Older.
Weekday		•Older, retired, female, homemaker.
Weekend day		•University-educated, previously married.
Listening to radio/ sound recording	90%	•Female.
Weekend day		•Younger, single, full-time student, female.
Television viewing*	86%	•Large urban community, lower SES.
Weekday		•Female, homemaker, older, retired.
Weekend day		•Male, non-European origin, previously married.

Source: Environics Research Group, *Ontario leisure activity participation study*, 1990.
*Seasonal variation

Key Demographic Findings

More specific information about time use by adult Canadians (15 years and over) is provided by a Statistics Canada general social survey (1986 data)[85] which indicated that media and communication activities were the most widely engaged in leisure pursuits of Canadians, with an overall participation rate of 87 percent on an average day. Participation rates were the lowest for employed persons (84 percent) and students (84 percent) and highest for people who are retired (95 percent). Those who participated in media and communications activities spent, on average, 3 3/4 hours per day at these activities.

Gender. Among participants, male retirees spent the most amount of time at media and communication activities (5 3/4 hours), followed closely by their female counterparts (5 1/4 hours). Employed females spent the least amount of time at these activities (2 3/4 hours). While gender differences in participation rates for this category of activities were not substantial, women were found to spend somewhat less time at these activities than men, across all categories of individuals (for example, workers, students, retirees). Women participants spent an average of 3 1/2 hours per day at media and communication activities, while men spent four hours.

Reading

Key Demographic Findings

Frequency. Of the 91 percent of Ontarians who indicated that they spent at least some time reading, the majority (76 percent) read for 1/2 to two hours per day, while 14 percent read for less than half an hour, and 10 percent read for three hours or more [86]. In 1988, 90 percent of Ontario adults (18 years and over) read the newspaper at least once per week [87].

Time Use. In the 1986 social survey, 18 percent of the surveyed population indicated that they read the newspaper on an average day [88]. As of 1988, there were 111 daily newspapers in Canada, with an average daily circulation of 5.3 million copies, reaching approximately 60 percent of households [89]. Those who participated in media and communication activities also spent a considerable amount of time reading books and magazines (1 3/4 hours per day on average) [90].

Socioeconomic Status. Those of higher socioeconomic status tended to do more reading [91].

Ethnolinguistic Background. English-speaking Ontarians of British origin tended to do more reading than did other groups, although reading was the most popular activity overall.

Family Status. Married individuals tended to do more reading.

Satisfaction. Interestingly, reading was not associated with high levels satisfaction, and the majority of individuals did not indicate that this activity contributes to their quality of life.

Listening to Radio and/or Sound Recording

Key Demographic Findings

Frequency. Of the 89 percent of Ontarians who indicated that they spent at least some time listening to radio weekly, 31 percent listened for less than one hour per day, 33 percent listened for one to two hours per day, and 36 percent listened for three or more hours per day. Generally, individuals listened to more radio on weekends than on weekdays [92]. The six to nine a.m. time period was the highest daily tuned period [93].

Age. In fall 1988, the average Ontario teen (12 to 17 years) listened to 14 hours of radio weekly, with weekly reach in Ontario being 89.9 percent. The average Ontario child (seven to 11 years) listened to 7 1/2 hours of radio weekly, with weekly reach in Ontario being 79.1 percent [94].

Gender. In fall 1988, the average Ontario woman (18 years and over) listened to 22 1/4 hours of radio weekly, with weekly reach in Ontario being 96.1 percent. The average Ontario man (18 years and over) listened to 20 3/4 hours weekly, with weekly reach in Ontario being 95.9 percent.

Family Status. Single individuals tended to listen to radio more often [95].

Satisfaction. Listening to the radio was not associated with high levels of satisfaction, nor was it felt to contribute to quality of life.

Sound Recording [96]

In 1985, listening to music was the third most common leisure time activity in Canada, after television viewing and reading the newspaper. This activity has retained a high position in overall popularity over the years. Canadians are the among highest per-capita consumers of records and tapes in the world, second only to the Dutch. By 1985, we were spending $700 million yearly. Music publishing, videos, concerts, and sound recordings generated a billion dollars annually, and indirectly supported a further billion dollars in radio, home audio, instrument sales and rentals. Recorded music represented two thirds of radio programming, and represented an increased segment of television programming due to the advent of music video. Recorded music has also been the most widely traded Canadian cultural product.

Television Viewing

Key Demographic Findings

Frequency. Of the 86 percent of Ontarians who indicated that they spent at least some time, weekly, viewing television (1989 data), 21 percent did so for one hour or less, while 45 percent did so for one to two hours per weekday, and 27 percent for three to five hours per weekday. Generally, individuals watched more television on weekends than on weekdays, and in the fall/winter season than in the spring/summer season [97].

Education. In 1986, those with higher levels of education tended to watch less television than those with lower levels of education, at 11 1/4 versus 16 hours per week, respectively [98].

Socioeconomic Status. Those of higher socioeconomic status and income tended to do less television viewing [99]. In the 1986 Communications Canada data, high income individual devoted an average 11 1/4 hours weekly as compared to 18 hours for the low income individual [100].

Family Status. Married individuals tended to watch more television [101].

Satisfaction. Watching television was not associated with high levels of satisfaction, nor was it felt to contribute to quality of life.

Provincial Differences. Four provinces -- Newfoundland, Nova Scotia, New Brunswick, and Quebec -- exhibited significantly more viewing time than did other provinces [102].

Viewing Patterns

Average Weekly Viewing. According to spring 1990 BBM data, the average Canadian (two years and over) watched 24 hours of television every week, with a large proportion watching television at least once a week (97 percent). The average Ontarian (two years and over) watched somewhat less, at 23 hours weekly. Women (18 years and over) watched most at 27 1/2 hours weekly for Canada, and 25 3/4 hours weekly for Ontario. Teens (12 to 17 years) watched least at 18 1/4 hours weekly for Canada, and 17 3/4 hours weekly for Ontario [103]. (Note that the BBM data reported here reflects levels of viewing that are inflated relative to the 1989 Ministry of Tourism data reported earlier. This is likely due to difference in data collection and analysis techniques.)

Average Daily Viewing. In spring 1990, the average time spent watching television per day (Monday to Sunday) by Ontarians (two years and over) was determined to be 4 1/4 hours. The average Ontarian (two years and over) spent an average of four hours per weekday and 4 1/2 per weekend day viewing television. Women (18 years and over) generally tended to watch more than did men (18 years and over), at 4 1/2 versus 4 1/4 hours [104]. In 1987, women over 60 years of age watched the most at five hours per day (men over 60 watched 4 1/2 hours) [105]. In spring 1990, teens aged 12 to 17 years watched the least television at an average of 3 3/4 hours per day. Individuals generally tended to watch least in mid-week (Tuesday and Wednesday), and most on weekends (Friday, Saturday, and Sunday). The lowest average daily viewing was obtained for teens on Tuesday, at 3 1/4 hours. The highest daily viewing was obtained for adults (18 years and over) on Sunday, at 4 3/4 hours [106].

Program Type. The following table provides the percentages of viewing time accounted for by the various programming types in 1987 (released,

1989), and by the origin of programming, whether domestic or foreign [107]. Drama was most popular, accounting for 33 percent of total Canadian viewing time, followed by news and public affairs, commanding 20 percent of viewing time, and comedy, accounting for 13 percent. Variety/game shows and sports commanded 12 and six percent of total Canadian viewing time, respectively.

Program Type	% of Canadian Viewing Time	% by Origin of Programming	
		Canadian	Foreign
Drama	33.0%	4.2%	28.8%
News and public affairs	19.7%	17.1%	2.6%
Comedy	13.3%	0.2%	13.1%
Variety and game shows	11.7%	6.0%	5.7%
Sports	6.2%	4.9%	1.3%

Source: Young, Anthony, Television viewing, *Canadian Social Trends, Autumn 1989.*

Source: Foreign programming accounted for 64 percent of all viewing time. This was thought to be due primarily to the available sources of programming, since 98 percent of comedies and 87 percent of dramas were imported, while 87 percent of news and public affairs programs and 78 percent of sports programs were domestically produced.

Audience Composition and Program Type

Viewership of a number of program types was surveyed in order to determine the audience distribution, for the 1988-89 season [108]. Nationally, general viewership (two years and over) during *prime time* (**CBC, CTV, Global**) was highest for situation comedy, followed by specials, movies, drama--adventure or police stories, and lowest for variety shows, as indicated in the following table.

Program Type	Viewership (2 + years)
Situation Comedy (7 to 11 p.m.)	1,159,000
Specials	994,000
Movies (7 to 11 p.m.)	825,000
Drama--Adventure or Police Stories (7 to 11 p.m.)	768,000
Drama--General (7 to 11 p.m.)	675,000
News (6 p.m. to 12 a.m.)	631,000
Quiz and Audience Participation (6 p.m. to 12 a.m.)	405,000
Variety	374,000

Source: Nielsen Media, *Television insights 1989.*

In 1987, dramas accounted for one third of all viewing. News and public affairs accounted for a further 20 percent, followed by comedy at 13 percent, variety and game shows at 12 percent, and sports at 6 percent [109].

Age. In 1987, 22 percent of adult Canadian viewing time was devoted to news and public affairs programs, as compared to seven percent of children's viewing time and 10 percent of youth viewing time (representing less than half the share of adult viewing time). Children tended to watch more drama and comedy, as compared to other types of programming [110]. In the 1988-89 season, two age groups accounted for the largest proportions of the audiences for all program types, as highlighted (in bold) in the table below: adults, aged 50 years and over, and adults, aged 18 to 34 years. Adults, aged 35 to 49 years, were best represented (25 percent) in the movies audience, while teens, aged 12 to 17 years were best represented (12 percent) in the variety program audience, and children, aged two to 11 years were best represented (11 percent) in the situation comedy audience [111].

	Proportion of Audience (%) by Age Group				
Program Type	Adults (50+)	Adults (18 to 34)	Adults (35 to 49)	Youth (12 to 17)	Children (2 to 11)
Quiz	61%	14%	15%	4%	6%
News	57%	18%	21%	2%	2%
Variety	40%	22%	17%	12%	9%
Specials	39%	25%	23%	6%	7%
Drama--adventure	39%	26%	22%	6%	7%
Drama--general	37%	26%	22%	8%	7%
Movies	35%	28%	25%	7%	5%
Situation comedy	26%	32%	21%	10%	11%

Source: Nielsen Media, *Television insights 1989.*

Gender. Women generally spent more of their viewing time watching drama. Men spent twice as much of their viewing time watching sports programming as women [112].

Sports Events. Hockey, baseball, football (CFL), and summer Olympics national audiences were examined for the period spanning 1987-89 [113]. These audiences tended to be approximately two thirds male and one third female, across English and French (where surveyed) networks. Viewership generally tended to increase during post season play, for males and females (to a lesser degree). Football was least popular with female viewers. Seven of the top 10 summer Olympic programs averaged viewership (two years and over) in excess of three million nationally. Events included in these programs were basketball, canoeing, diving, equestrian, field hockey, tennis, volleyball, wrestling, boxing, rowing, track and field, swimming,

cycling, gymnastics, synchronized swimming, weight lifting, and opening ceremonies.

Audience Composition and Pay-TV

In spring 1990, the reach for Pay-TV was 38.6 percent of the Canadian population, up from 26.3 percent in spring, 1989 [114]. The following table indicates the average weekly reach for viewers over two years of age for spring 1989 [115].

	The Sports Network (TSN)	First Choice/Super Channel (FC)	MuchMusic (MM)
Canada	1,898,000	1,608,000	1,222,000
Ontario	793,000	980,000	574,000

Source. Nielsen Media, *Television insights 1989*.

In spring 1989, Pay-TV viewership (average quarter hour) showed age and gender trends for prime time.

Age. Generally, viewership was higher for adults (18 years and over) than for teens (12 to 17 years) and children (two to 11 years). Teens were better represented in the Pay-TV than total TV audience (nine versus six percent, respectively), and children were better represented in the total TV than Pay-TV audience (11 versus nine percent, respectively). Ontario viewership comprised 75 percent of total Pay-TV viewership for 1989.

Gender. Adult males make up the greatest proportion of Pay-TV viewers (46 percent), while adult females make up the greatest proportion of total TV viewers (47 percent).

Technology

Television. In 1989-90, the proportion of Canadians (two years and over) living in households equipped with at least one television set was 99 percent [116], and the proportion with two television sets was approximately 56 percent. By 1987, 94 percent of television sets were color [117]. In January 1989, three Ontario designated market (viewing) areas were ranked in the top ten: Toronto/Hamilton ranked first with 1,766,700 TV households, Ottawa ranked fourth with 435,300 TV households, and London ranked ninth, with 279,600 TV households [118].

Cable. In spring 1990, cable penetration in Canada as a whole was 73 percent of the Canadian population, up two percentage points over spring 1989 [119]. In March 1989, Ontario ranked second in penetration rate at 75 percent of TV households, up three percentage points over 1988. British

Columbia ranked highest at 85 percent, while Quebec ranked lowest at 60 percent of TV households [120].

Converter. In spring 1990, 56 percent of the Canadian population had converters, up six percentage points over spring 1989 [121]. In March 1989, Ontario showed the highest penetration rate relative to other provinces, at 80 percent of cable households (60 percent of all households) [122].

VCR. In spring 1990, videocassette recorder penetration for Canada, as a whole, was 64 percent of the Canadian population, up four percentage points over spring 1989 [123]. In 1987, the proportion of Canadian households with VCR's was 45 percent, representing an increase of 39 percent over a four year span since 1983 [124]. In March 1989, Ontario and British Columbia had shown the highest penetration rate at 61 percent of households. Ontario's rate represented a five percentage-point increase over 1988, and a 14 percentage point increase over 1987 [125]. Thus, Canadian households have been rapidly acquiring VCR's over a very short period of time.

Pay-TV. In spring 1990, Pay-TV penetration for Canada, as a whole, was 39 percent, up 12 percentage points over spring 1989 rate [126]. In March 1989, Ontario showed the highest penetration rate at 26 percent, and represented a four percentage point increase over 1987, matched only by the Prairie region. Quebec showed the lowest penetration rate at 16 percent [127].

Film and Video Viewing [128]

Film and video is a billion-dollar industry in Canada. A Department of Communications study of the Canadian cultural industries (1985 data, released in 1987) found that over one million movie theatre tickets were sold in Canada yearly. Canada was the largest export market for American films. Canadian feature films represented only three percent of theatrical screen time, while 97 percent was devoted to foreign films.

MEDIA-RELATED ACTIVITIES: SUMMARY OF KEY FINDINGS [129]

Media-oriented activities are universally popular and show only minor variations. The information below represents the most general differences among individuals, based on the demographic variables, and is intended to provide guidance for programming in the area of media-related leisure activities, in general.

Key Demographic Findings

Time Use. There was a slight tendency toward greater involvement in media-related activities on weekend days, relative to weekdays.

Age. Teens watched the least television, while elderly women watched the most.

Gender. Women generally tended to watch more television than did men.

Socioeconomic Status. Those of higher socioeconomic status tended to do more reading and less television viewing.

Ethnolinguistic Background. English-speaking Ontarians of British origin tended to do more reading than did other groups, although reading was the most popular activity overall.

Family Status. Married individuals tended to watch more television and do more reading, while single individuals tended to listen to radio more often.

Satisfaction. Media-related activities were not generally associated with high levels of satisfaction, nor were they felt to contribute to quality of life.

IMPLICATIONS AND PROGRAMMING IDEAS

Media-related activities are the most popular leisure pastimes and have very wide appeal, but again lend themselves less to the home studies format. Of these, **reading** was the most common activity, with particular appeal to older, educated individuals, followed by **listening to radio/sound recordings** with particular appeal to a somewhat younger audience, and **television viewing** with particular appeal to individuals of somewhat lower socioeconomic status.

- Further programming along the lines of *Imprint*, in which literary works are presented, reviewed, and discussed.

- A series on the Canadian cultural industries (books, periodicals, radio and television broadcasting, sound recording, and film) might have general appeal. Programs could trace the history and development of these industries in Canada, and place them in the world context.

Other critical findings which are of general relevance to TVOntario relate to program type. Drama was determined to be the most popular program format among adult Canadians, suggesting that TVOntario again explore the feasibility of producing more programming of this sort, or which incorporates more of a dramatic feel. News and public affairs accounted for the next highest proportion of Canadian viewing time, followed by comedy. The appeal of programming might be enhanced by incorporating some aspects of these formats. Children found comedy most appealing. Comedy and variety formats might be adopted in an attempt to attract a larger youth audience.

III. Leisure Pursuits of Ethnocultural Ontarians

A 1988 survey (released in 1989), commissioned by the Sports and Fitness Branch of the Ministry of Tourism and Recreation [130] sought to evaluate the extent to which the ethnocultural groups surveyed participate in leisure activities, their leisure needs, and the adequacy of the recreation facilities available to them. The approach was two-pronged, employing a telephone survey of Ontario residents (sample, 1,642), and a mail survey of service providers (sample, 214). Individuals were assigned to ethnic groups on the basis of self-identified ethnicity.

The definition adopted for the study was the *subjective state of mind* definition, described at the beginning of this report, which views leisure as anything the individual chooses to do for pleasure. So, one individual may consider gardening a chore, while another individual may consider it a hobby. In the latter case, it is considered a leisure activity, but not in the former case. Two criteria for leisure were applied: free choice of activity during non-work time and subjective feelings of enjoyment.

Participation

Common Activities

The results for participation in various leisure activities by the group as a whole indicated that the highest levels of participation (percent of respondents) were found for the following:

Television viewing	98%
Visiting friends, listening to the radio, eating out	each 97%
Visiting family, entertaining at home	each 93%
Listening to audio recordings, relaxing outdoors	each 92%
Spending time with children	90%
Reading, walking	each 89%
Travelling	82%
Driving	79%
Watching rented videos	77%
Pleasurable home improvement projects	75%
Outdoor fitness activities	70%
Hobbies	62%
Indoor fitness activities	61%
Gardening	60%
Ethnic festivals or celebrations	55%
Volunteer work	36%
Educational pursuits	25%

Participation by Ethnic Group

Leisure participation by ethnic groups was evaluated in two ways. First, **for each activity**, the proportion of participants within each ethnic group was examined, relative to the proportion of participants within all other groups combined in order to determine whether **more individuals participate**. Second, for each activity, actual participation by members of each ethnic group was examined, relative to actual participation by members of all other groups combined, in order to determine whether **individuals who participate do so more actively**.

The table below indicates the significant differences between the various ethnocultural groups and all other groups. For example, a higher percentage of Dutch people than other ethnic groups reported going to museums and art galleries; in other words, more Dutch individuals participate in this activity. The "more active participation" means that Dutch people who do arts and crafts spend more time at this activity than other ethnic participants.

Each participant in this telephone survey identified her or his ethnicity, and the responses were then grouped by the researchers. The largest group (462 respondents) classified themselves as Canadian. The other choices were: French (139), British (131), German (104), Italian (103), Dutch (68), Portuguese (49), South Eastern European (49), West Indian (49), Ukrainian (46), Jewish (40), Chinese (39), South Central European (38), Polish (38), Scandinavian (32), and South Asian (29).

Group	More Participants	More Active Participation
British		Listening to radio, visiting family, relaxing outdoors, walking, and spending time at the beach.
Canadian	Visiting family, eating out, playing cards, spending time at the cottage, and playing bingo.	Visiting family, relaxing outdoors, doing volunteer work, and snowmobiling.
Chinese	TV watching, spending time with children, watching rented videos, going to the library, going to theatres and concerts.	
Dutch	Attending museums and art galleries.	Participating in religious activities, doing arts and crafts.

Group	More Participants	More Active Participation
French	Camping, travelling, playing cards, going to bars/pubs/clubs, spending time at the cottage, bicycling, ice skating, doing volunteer work, snowmobiling.	Camping, visiting friends, driving, attending festivals and celebrations.
German	Gardening, hiking.	
Italian	Participating in religious activities, festivals and celebrations.	Visiting family and friends, shopping.
Jewish	Reading, participating in festivals and celebrations, outdoor sports, indoor sports, health/fitness activities, educational activities, attending theatres and concerts, museums and art galleries, meeting friends, doing volunteer work.	Reading, participating in festivals and celebrations, radio listening, eating out, attending movies, camping, fishing and hunting.
Polish		Tobogganing.
Portuguese	Hiking, participating in religious activities.	Hiking, entertaining friends, driving, playing board games, going to bars/pubs/clubs, doing arts and crafts.
Scandinavian	Fishing and hunting, hiking.	Walking, participating in outdoor sports, attending recreation centres and social clubs.
South Asian	Going on picnics.	Going to the library.
South-Central European		Gardening, going on picnics.
South-Eastern European	Dancing, going to the library, fishing and hunting, participating in health/fitness activities, attending festivals and celebrations, recreation centres and social clubs.	Visiting friends, eating out, driving, ice-skating, going on picnics, meeting friends, doing hobbies, arts and crafts.
Ukrainian	Relaxing outdoors, attending festivals and celebrations, recreation centres and social clubs.	Shopping, gardening, snowmobiling.
West Indian	Religious activities.	Shopping, dancing, movies.

Source: Hall, Michael H. and Darla Rhyne, *Leisure behavior and recreation needs of Ontario's ethnocultural populations*, 1989.

Favorite Activities

The favorite activities overall, in order of most to least by percent of respondents, were:

Reading	10.2%
Walking	5.8%
Swimming	4.6%
Outdoor recreation	4.4%
Social activities, fishing	each 4.0%
Hobbies	3.7%
Golf, gardening	each 3.2%
Television viewing, arts and crafts	each 2.9%
Indoor sports	2.6%
Knitting/macramé	2.5%

Favorite Activities by Ethnic Group

The following chart details the favorite activities of the various ethnocultural groups, as well as their first choices for new leisure activities to attempt. Thus, reading and swimming are favorite activities of the British, while skydiving, windsurfing and skiing are the new activities they would most like to try. Notice, however, that reading is also a favorite activity of most other groups, while swimming is not.

Group	Favorite Activities	First Choice of New Activity
British	Reading (11 %), swimming (10%).	Skydiving (11%), windsurfing (11%), skiing (11%).
Canadian	Reading (11%), walking (7%), swimming (7%).	Skydiving (10%), windsurfing (9%), water skiing (9%).
Chinese	Viewing television (19%), reading (8%), passive entertainment (8%).	Travel/vacation (16%), sailing (11%), swimming (11%).
Dutch	Reading (11%), camping (9%).	Travel/vacation (14%), skiing (11%).
French	Fishing (9%), reading (8%).	Skydiving (14%), water skiing (14%), travel/vacation (9%).
German	Reading (14%), fishing (9%).	Skydiving (10%), travel/vacation (10%), windsurfing (10%).
Italian	Reading (10%), Outdoor recreation (7%).	Windsurfing (12%), skydiving (10%), indoor sports (10%).

Group	Favorite Activities	First Choice of New Activity
Jewish	Reading (18%), walking (8%), social activities (8%), exercise activities (8%).	Windsurfing (20%), skydiving (15%), outdoor sports (15%), scuba/skin diving (10%).
Polish	Reading (17%), golf (8%).	Skydiving (28%), travel/vacation (11%), windsurfing (11%), skiing (11%), scuba/skin diving (11%), sailing (11%), dancing (6%).
Portuguese	Watching television (12%), reading (10%), knitting/macrame (8%).	Water skiing (26%), travel/vacation (16%), arts and crafts (16%),
Scandinavian	Reading (13%), outdoor recreation (9%), fishing (9%), golf (9%).	Windsurfing (13%), flying planes (13%), scuba/skin diving (13%), sailing (13%), playing music (7%), hiking (7%), bicycling (7%), animal-oriented activities (7%).
South Asian	Watching television (7%), fishing (7%), passive entertainment (7%), gardening (7%), bicycling (7%), tennis (7%), animal-oriented activities (7%) hobbies (7%).	Travel/vacation (12%), skiing (12%), tennis (12%), sewing (6%), shopping (6%)
South-Central European	Social activities (13%), fishing (11%), gardening (8%), knitting/macrame (8%), travel (8%).	Skydiving (18%), travel/vacation (18%), skiing (12%), drawing/painting (12%), dancing (6%), hobbies (6%).
South-Eastern European	Reading (8%), exercise activities (8%).	Indoor sports (13%), skiing (9%), motorized activities (9%), golf (9%).
Ukrainian	Reading (11%), arts and crafts (9%), relaxing-doing nothing (7%).	Skiing (15%), indoor sports (15%), travel/vacation (11%), flying planes (11%).
West Indian	Reading (13%), walking (13%), sewing (11%), music listening (6%), other outdoor sports (6%).	Skydiving (11%), skiing (11%), swimming (11%).

Source: Hall, Michael H. and Darla Rhyne, *Leisure behavior and recreation needs of Ontario's ethnocultural populations*, 1989.

CONTEXT OF PARTICIPATION

Significant differences between groups did not emerge for the context of participation; that is where they participate and with whom. Individuals were more likely to participate in leisure activities at home (63 percent) than away from home, most likely alone (35 percent), with friends (28 percent) or family (20 percent). Only the Jewish group was significantly more likely than others to engage in leisure activities with friends than alone. British, Canadian, Chinese, Italian, Portuguese, South Asian, and West Indian groups were significantly more likely than others to engage in leisure activity with those of the same ethnocultural background. Dutch, German, South-Central, and South-Eastern European groups were significantly more likely than others to engage in leisure activity with those of different ethnocultural background. Chinese, South Asian, and West Indian groups were most likely to indicate that they would participate more if they had greater opportunity to do so with those of the same ethnocultural background. Interestingly enough, respondents generally indicated (84 percent, total group) that they would not necessarily participate more if they had greater opportunity to participate with those of the same ethnocultural background. This suggests that other factors come into play.

MOTIVATIONAL FACTORS

The major motivational factors involved in participation in leisure activity, in order of most to least influential, are as follows: to relax, to break from routine, to exercise or stay in shape, to enjoy nature, to use the mind. French and German groups were most likely to indicate that they engaged in leisure activities to relax. The Ukrainian group was most likely to indicate that leisure activities are engaged in to introduce a break in routine, to show abilities, or to get away from the family. The Italian group was most likely to indicate that leisure activities are engaged in for the purposes of exercising, staying in shape, and bringing together family. The South-Eastern European and Dutch groups were most likely to engage in leisure activities for the purpose of using their skills and talents. In addition, the Dutch group mentioned creativity and helping others as motivational factors. Finally, the Polish group was most likely to indicate that leisure activities are engaged in for the purpose of enjoying nature.

SATISFACTION

General Findings

Individuals tended to derive highest levels of satisfaction from the people with whom they spend their leisure time, as compared with, for example, the activity itself. Rated next highest in satisfaction were activities and time spent with friends. Next, they enjoyed and were satisfied with the outdoor leisure places, organizations, clubs, associations, etc. Individuals also expressed general satisfaction with television, radio and movie entertainment, places and events of an entertainment nature. The British group was most satisfied with people, friends, off-work time, amount of enjoyment, and the available opportunities to relax. The Canadian group was most satisfied with people, amounts of enjoyment, free-time, and relaxation. South Asian, Portuguese, and Chinese groups expressed the greatest levels of satisfaction with the condition of the natural environment. The Italian group was most satisfied with outdoor places and sports/recreation facilities. The Scandinavian group expressed highest levels of satisfaction with organizations, clubs and associations, the condition of the environment, and their level of income.

Leisure Quantity. The French, Italian, and Ukrainian groups expressed a desire for higher levels of leisure. The British, Dutch, and South-Central European groups expressed a level of desire for leisure activity which was below the average for the total group.

Leisure Value. The British, Jewish, and Scandinavian groups ascribed higher than average value to leisure. The Chinese, Italian, South-Central European, and South Asian ascribed lower than average value to leisure.

Ethnoculturally-specific leisure opportunities. The Chinese, French, Portuguese, South Asian, and West Indian groups attached the greatest importance to ethnoculturally-specific leisure opportunities. While the first two groups were especially concerned with the availability of media in their language (books, magazines, newspapers, movies, television and radio), the remainder expressed a more general desire for greater availability of culturally-specific leisure opportunities.

BARRIERS TO PARTICIPATION

Lack of time due to work emerged as the major barrier to participation, with 59 percent of the total group offering this as a reason for non-participation. Portuguese (77 percent), South-Eastern European (74 percent), and Italian (69 percent) groups were most likely to indicate that work prevented them from participating in leisure activities. Lack of time

due to family was the second major barrier, at 13 percent of the total group. Chinese (26 percent), Ukrainian (26 percent), Scandinavian (23 percent), and Jewish (22 percent) groups were most likely to indicate that familial obligations prevented them from participating in leisure activities. Cost was most likely to be mentioned by South-Central European (23 percent), South Asian (17 percent), and Polish (13 percent) groups. Lack of time due to other reasons, lack of facilities, and lack of knowledge of leisure activities or locations were most likely to be mentioned by the Scandinavian group (15, eight, and eight percent, respectively). Health problems were most likely to be noted as barriers by the Portuguese (nine percent) and Scandinavian (eight percent) groups. Lack of equipment was most likely to be noted by the Chinese group (five percent).

SERVICE PROVIDERS

Information about service providers is useful in exploring possibilities for collaborative efforts in programming between TVOntario and public or private agencies catering to the needs of ethnocultural populations. The service providers surveyed were large and medium city and small town recreation departments, public service agencies, provincial sports and recreation associations, and the Ministry of Tourism and Recreation.

Ethnocultural diversity was perceived to be highest by large city recreation departments, the Ministry of Tourism and Recreation, and provincial sports and recreation associations (54, 52, and 42 percent of respondents, respectively).

Large and medium city recreation departments, and the ministry indicated the highest levels of assisting others in providing ethnoculturally relevant recreation services (94, 90, and 89 percent, respectively). Large city and ministry service providers indicated that they support ethnocultural associations in providing services (79 and 72 percent, respectively). Large city recreation departments reported highest levels of assistance to Italian (82 percent), South Asian (82 percent), West Indian (82 percent), Portuguese (73 percent), and English (73 percent) groups. The Ministry of Tourism reported highest levels of assistance to English (91 percent), French (91 percent), Italian (73 percent), and Native (73 percent) groups. Provincial Associations reported highest levels of assistance to Chinese and Jewish groups (75 percent each).

Large city recreation departments surveyed all indicated that they deal with ethnocultural groups, with 56 percent indicating plans to offer new ethnocultural services, 53 percent indicating a willingness to assist groups in providing services and programs in their own language, 77 percent indicating a consideration of ethnocultural differences in designing

programs, 71 percent indicating community board involvement, attempts to determine the extent and composition of ethnocultural diversity, and the expressed importance of training staff in ethnocultural issues. A significant proportion (65 percent) of large city recreation departments indicated that they have trained personnel in such issues. The ethnocultural backgrounds of staff and clients were more likely to be the same outside of large city and ministry recreation departments, likely due to the greater ethnocultural diversity within larger centres. The Ministry of Tourism and Recreation service providers indicated high levels of service for the French group, with 88 percent reportedly conducting activities in French, and 93 percent reporting the provision of promotional materials in French.

All service providers reported receiving financial assistance from the ministry. Beyond financial assistance, large city service providers and provincial associations reported highest levels of assistance in the area of advice/consultation (56 and 50 percent, respectively). Agencies reported next highest levels of assistance in the area of training (33 percent). When asked what type of assistance they would like to receive from the ministry, most service providers indicated a desire for information and research, advice and consultation, and (financial) staffing assistance.

Implications and Programming Ideas

An examination of the leisure behavior of the Ontario ethnocultural population indicated that these groups differ very little in their leisure interests or behaviors from the average Ontarian reviewed in the first two sections. The information in this chapter is best used to provide a perspective on the breadth of the potential audience for programming in certain leisure areas; for example, the media-related activities are universally popular among the various ethnic groups. On the other hand, certain activities seem to be somewhat idiosyncratic to particular groups; for example, only the British and Canadian groups offered swimming as a favorite activity, while only the South Central European and Portuguese offered knitting/macramé.

The data suggest potential audiences for informational or "how-to" programs in a number of additional areas as outlined below.

- Skydiving
- Windsurfing
- Scuba/skin diving
- Dancing
- Animal-related activities
- Flying

IV. Leisure Pursuits of Young Ontarians

Common Activities

The following table describes some of the more common leisure activities of young Ontarians, along with information about which age groups are most likely to participate [131].

Common Activities	% of Young Ontarians	Participant Profiles
Entertainment events	61%	•Secondary, post-secondary, young adult aged individuals.
Physical fitness	60%	•Elementary, secondary school aged children and youth.
Hobbies (incl. collecting, musical instrument, crafts)	54%	•Elementary, preschool children.
Team or individual sports	48%	•Secondary school aged youth.
Arts performances	25%	•Post-secondary, secondary, elementary school aged youth and children.
Clubs/organizations	21%	•Elementary school aged children.

Source: Environics Research Group, *Ontario leisure activity participation study*, 1990.

Physical Activity

The Canadian Association for Health, Physical Education and Recreation conducted a survey[132] which indicated that, while 70 percent of seven to 10 year old girls reached the recommended level of fitness, the figure for 15 to 19 year old girls was only 24 percent. Boys fared a little better, with 50 percent of 15 to 19 year old boys and 80 percent of boys 14 years and under reaching the recommended level. In response to these findings, the *Sportability* program was designed to introduce young children to a variety of physical skills while stimulating their interest in fitness. It was sponsored and funded (in part), as a pilot project, by the private sector and, as a general initiative for elementary schools, by the Ontario Ministry of Tourism and Recreation and the Ontario Physical and Health Education Association.

Another study, commissioned by the Ministry of National Health and Welfare (released, 1985), examined young people's participation in physical activities that lead to a level of fitness conducive to healthy living. The study further aimed to survey participation in a broad array of leisure (out-of-school) time activities [133].

Activity Levels

Three categories of activity were defined: light to moderate physical activity, heavy physical activity, and leisure-time activity. Levels of participation were defined as follows: very low (six or fewer instances of participation per month), low (seven to 20 instances), moderate (21 to 34 instances), high (35 to 54 instances), and very high (55 or more instances). The majority of children and youth at all ages surveyed fell into the high to very high levels of participation; however, a decrease in high or very high participation was noted from grade four through 10 (70.7 versus 51.2 percent of respondents, respectively), along with a corresponding increase in low to very low participation (16.5 versus 30.8 percent, respectively). The following table outlines the more common activities of children at the various grade levels.

Common Activities

Grade	Most Common Activities (% of respondents)		
4	playing games with friends (68.6%)	bicycling (56.7%)	exercise or jogging (44.3%)
7	bicycling (58.4 %)	playing games with friends (53.3%)	exercise or jogging (48.3%)
10	exercise or jogging (47.4%)	bicycling (41.3%)	playing team sports (36.0%)

Source: King, A.J.C., A.S. Robertson, and W.K. Warren, *Summary report: Canada health attitudes and behaviors survey, 7, 12, and 15 year olds,1984-85.*

Participation in physical education classes comprised part of the physical activity of children and youth, with 75.2 percent of children in grade four participating in two to three classes per week, 88.0 percent of grade seven students, and 70.2 percent of grade 10 students.

The relationship between activity levels and attitudes became more pronounced with age. Of those students in grade 10 who scored low to very low in activity level, 76.4 percent agreed that they needed to get more exercise, as compared to 60.9 and 58.8 percent of those in grade four and seven, respectively.

Gender Differences

It was determined that more girls than boys in all grades exhibited low to very low levels of activity, while more boys than girls in all grades exhibited high to very high levels of activity, and these differences increased with age. Males generally participated in all surveyed activities with greater frequency, than females with the exception of individual sports at the grade four and seven levels, and dance or ballet at all grade levels. When participation in physical education classes was optional (grade 10), females were less likely than males to choose them. Males and females at all age levels agreed that daily exercise was important to them; however, females indicated that they needed to get more exercise with greater frequency than did males in grades seven (51.3 versus 43.8 percent, respectively) and 10 (72.2 versus 55.3 percent, respectively).

LEISURE TIME ACTIVITY

Common Activities and Gender Differences

The following chart describes the average hours of participation in the various leisure-time activities and the percentage of children and youth engaging in 10 or more hours of the activity on a weekly basis, or two to three times weekly, or at least once weekly, for all grade levels. Those activities in which participation by males significantly exceeds that by females are denoted by an asterisk (*), while those activities in which participation by females significantly exceeds that by males are denoted by a plus sign (+).

Activity	Grade	Average Hours/Week	10+ Hours/ Week (%)	2 to 3 times/ Week (%)	1 time/ Week
Television Viewing	4	13.0 *	59.1		
	7	18.0 *	75.0		
	10	15.0 *	69.7		
Music Listening	4	8.0 *	29.0		
	7	11.9	47.1		
	10	14.0 +	58.5		
Reading	4	6.9	26.0		
	7	7.5	27.5		
	10	6.6	21.5		
Helping at the House	4	6.0 +	27.3		
	7	9.0 +	38.0		
	10	9.0 +	35.8		

Activity	Grade	Average Hours/Week	10+ Hours/ Week (%)	2 to 3 times/ Week (%)	1 time/ Week
Part-time Work	4				
	7				
	10	(over 40% employed) *	20.0		
Playing Cards/Board Games	4			41.2	
	7			35.2	
	10			19.5	
Video Games	4			40.6 *	
	7			39.6 *	
	10			25.5 *	
Play or Practise Music	4			39.5 +	
	7			40.6 +	
	10			30.3 +	
Scouts/Club/ Guides	4				43.0+
	7				26.8+
	10				
Sports Events	4				32.2*
	7				28.8*
	10				29.9*
Outdoor Activities	4				27.4*
	7				28.6*
	10				27.4
Dances	4				
	7				
	10				19.9
Movies	4				
	7				
	10				19.6

Source: King, A.J.C., A.S. Robertson, and W.K. Warren, *Summary report: Canada health attitudes and behaviors survey, 7, 12, and 15 year olds,1984-85.*

Generally, the findings indicated that those students who exhibited higher physical activity levels were also more likely to participate in leisure-time activities. Physical activity level was not related to hours of television viewing. In terms of social and mental health, higher activity levels were associated with more confidence and less loss of sleep at the grade four level, and with more confidence, slightly happier home and school life, and slightly less tendency toward depression at the grade 7 and 10 levels.

IMPLICATIONS AND PROGRAMMING IDEAS

Apart from their participation in card/board games, and Scouts/Cubs/Guides organizations, young Ontarians exhibit leisure time interests and patterns which are quite similar to those of adult Ontarians. They are aware of the importance of exercise in health and express a desire to be more involved in such pursuits. These findings have two implications for programming. First, programming should address their special interests. Second, programming should be adapted to their needs and abilities; that is, all of the programming ideas suggested can be scaled down to a level that is suitable for children or youth. The following are sample ideas.

- A special interest series or program describing the nature and activities of various children's groups such as Scouts and Guides.

- A program about theatre which examines techniques of production could go behind the scenes of a children's production and the presentation could be adapted to a child's level of knowledge. The program could be adapted to a youth audience in similar fashion.

- A series on Canadian artists would present information about authors who write children's literature, visual artists who produce cartoons, etc.

- A series on aerobic dance would be adapted to a child's level of physical development and motor co-ordination.

CONCLUSION

This report has summarized the major trends in leisure behavior of Ontario's population, including patterns exhibited by young Ontarians and those of varied ethnocultural backgrounds. The latter two were not found to differ in their leisure pursuits, to any great degree, from other Ontarians. It was suggested that the data for these groups be used to determine the scope of the potential audience for programming in the various leisure areas.

At the most general level, media-related activities were determined to have the widest appeal. Of these, reading was the most popular. Inter- and intrapersonal activities followed in general popularity. Of these, socializing with or entertaining family and friends were the most popular pastimes, second only to reading in the overall findings. Sports, fitness, recreational, and outdoor pursuits were next most common, with walking being the most popular of these activities. Finally, of the arts and cultural activities, attending entertainment events was most common. The level of arts and cultural knowledge of Ontarians was determined to be quite poor overall.

The implications of the data were discussed and programming ideas were offered based on these findings.

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